



**Comments on FCC Localism Proceeding
April 23, 2008**

BACKGROUND

My name is Duey (Duke) E. Wright and I have been in radio broadcasting since 1958. Over the years I have been an announcer (all day parts, many formats), newscaster, program director (many formats), First Class Radio Telephone licensed Chief Operator (constructed new stations, built and installed studio and AM-FM transmitting equipment, worked on AM and FM antenna systems and was responsible for all station maintenance), advertising sales representative, station sales manager, general manager, Cluster market manager and radio station group CEO. As such I have been exposed to the responsibility of radio broadcaster and operator from every aspect. I have seen vast changes in the way radio serves the public, generates revenue to allow it to do that and is regulated by the federal government.

GENERAL COMMENTS

When the Communications Act of 1934 was enacted, there were less than 1000 radio stations in the United States. Regular television service to more than a few people did not begin until after World War II and FM service did not even start to come into "it's own" until stereo broadcasting was introduced in the 1960s and did not begin attracting significant audience until the 1970s. In 1934 the huge computer network called the Internet now readily available to almost all Americans was just a figment of someone's imagination.

With this media scenario the world of 1934 had but newspapers and a relatively small number of radio stations as the principle medium of communication to the general public. The rules and regulations of that era were designed around the limited number of "voices" available to the communities' broadcasters served.

The number of "voices" available today in America's communities is vastly different than that number in 1934. Now there are more than 13,000 radio stations, 1,000 television stations, hundreds of cable channels both radio and TV available to most homes, millions of Internet sites with every kind of information and service provided at the touch of a keyboard and direct satellite to home radio and TV broadcasting with hundreds of programming channels covering America and the world. In addition, new technologies (texting, iPods, wireless internet, DVD and DVRs to mention just a very few) are introducing new modes of communication and information sharing at an unbelievable rate. In 2008 Americans have so many choices from which to receive their news and information that it's truly mind boggling.

Terrestrial broadcasting alone offers local listeners far more choices than were offered just 20 years ago. For example in the Green Bay Appleton-Oshkosh, Wisconsin radio markets, our company operated one AM and one FM station from 1975 until 1993. Today we operate five FM and two AM stations in this market thus providing seven radio services to the area rather than two. The seven stations have different formats from each other and the total share of audience in the market that the seven stations have today is exactly the same as the two stations had in the 1980s.

Audience fragmentation certainly did occur in the Green Bay, Appleton-Oshkosh markets and regulatory changes made in the 1980s and 1990s allowed the increased efficiency needed to provide the public with seven services instead of two. As in most broadcast clusters, operations of several of the smaller stations are subsidized by the larger stations. The listening public is clearly the winner as more services are provided.

There are now many radio stations that broadcast news and public affairs 24 hours a day, 7 days a week. Most if not all rated markets have this service from one or more radio station. There are 24/7 sports stations, stations broadcasting 100% religious programming and most every genre of music is available across the dial. . Certainly there are program genres of extremely limited appeal that do not appear on the radio dial. But fans of those genres have CDs, I pods and other technologies with which to listen to their particular favorite where ever they are.

Many issues have been raised regarding broadcast localism in the current FCC proceeding. Proposals are being investigated with new rules in mind to assure broadcasting localism thrives. I submit that broadcast localism is alive and well. The American public has never had so many choices from which to choose for local, regional and national public affairs and news programming. .

With today's unbelievable number of "voices" available across the continent, stations have to be totally in touch and local to survive. Station management and programmers have to be intimately knowledgeable about local issues and needs. And who knows better how to do this than the broadcasters in the field across America who is in everyday contact with their respective marketplace. Prior Washington regulators recognized this when they eliminated the formal ascertainment rules in the 1980s. I remember well when these rules were in effect and honestly little information was gained that we didn't already know regarding the needs and problems of our local markets. Furthermore there were many community leaders who soon tired of every broadcaster in the area asking the same questions regarding community needs and problems. I recall that some community leaders even complained to Washington about this requirement. As mentioned, I submit that local broadcasters already know through their daily contact with community leaders and members of the general public what their community's needs and problems are without having to be lead through a step by step procedure required by remotely located government officials.

MAIN STUDIO LOCATION

The main studio rules were changed in 1987 and further in 1998 to allow flexibility in location of broadcast main studios. These changes allow the main studio to be located generally within a radius of 25 miles of the community of license. Why 25 miles? Although most main studios are located much closer than 25 miles I would imagine that 25 miles would easily be considered to be local to the area. With modern road and highway systems, public and private transportation and numerous means of electronic communication available to the masses, spanning 25 miles is clearly local in today's world.

Americans today are clearly mobile. For example, I live in the village of Hobart, work in the village of Bellevue, go to church in the city of DePere and do much of my shopping in the village of Ashwaubenon. All of these communities are in the Green Bay MSA and the centers of the communities are no more than a few miles apart. With this close intertwining of American communities why in the world would the main studio location be limited to one political subdivision when the radio stations serve the commonality of the entire area. The question was asked in the rule making about whether requiring the main studio to be in the community of license would encourage broadcasters to produce locally originated programming and whether accessibility of the main studio increases interaction between the broadcast station and the community of service. In answer to the first question, is programming that is produced within a few blocks or miles of the city of license any less local than that produced in the city of license? The current main studio rules require the main studio to be within a reasonably close distance to the community of license and that is certainly close enough not to be material to the production of local programming. The second question regards interaction between the community of license and the broadcaster. In all of my experience in radio broadcasting, I have never found the location of the main studio required by the current main studio rules to have any effect on reducing the interaction with the community of license. We have operated stations both within the community of license and outside of the community of license within the area allowed by the current rules. Ninety nine plus percent of contact between persons within the community of license and broadcasters is by means other than a direct visit to the main studio. This would include telephone (the current rules require a toll free telephone service from the community of license to the main studio) and more recently email and texting. In addition with today's network of streets and roads almost all main studios are easily and quickly accessible from anywhere in the MSA by either private or public transportation. Furthermore with the current main studio rules local clusters of stations can be located in the same building and this in turn makes 24 hour manning of the main studio location far more practical.

When local multiple ownership rules were revised, the main studio rules had already been considerably modified. This allowed the new local station clusters formed to be able to operate for the most part out of the same main studio location. Most main studio locations today are home to many stations with different communities of license. I can assure you that reverting back to the unnecessary pre 1987 and 1998 main studio rules would cause utter chaos in the broadcast industry. The industry, operating under the post 1987 and 1998 rules, invested considerable funds to build efficient nicely appointed combined main studio locations. These facilities would become useless with the stations required to be spread out over many different (and I'm afraid substandard) locations. Our company has just constructed a new state of the art main studio building for our northeastern Wisconsin stations. We have received numerous accolades from local community leaders regarding this building and have included an atrium to allow local community meetings and activities to be held in the building. Our employees are overjoyed with the move to this modern new facility and we believe our service to our local area has been enhanced. Construction of this facility would not have been practical with a reversion to pre 1987 and 1998 main studio rules.

TWENTY FOUR HOUR MANNING OF MAIN STUDIOS

Looking at the proposed requirement of 24 hour manning of main studio locations I can't help but feel that its practicability is closely tied to the main studio issue. If current main studio rules are retained 24 hour manning is more realistic. I'm not so sure that 24 hour manning is necessary with governmental access to broadcast facilities with the current EAS system. As EAS participation is mandatory for all broadcast stations, emergency access is available universally 24 hours a day and the FCC has kept a watchful eye on stations keeping EBS equipment functional. As to access for other than emergency reasons current regulations require a physical presence during normal business hours and quite frankly those are the hours that almost all American business is transacted. Although it is our practice to maintain a 24 hour physical presence at our main studio locations, with today's technology I don't believe it is really necessary. Furthermore I fear that if 24 hour manning becomes a requirement that many small operators will simply reduce their hours of operation as was the case years ago before modern rules and technology promoted the almost universal 24 hour operation existing across American radio today.

VOICE TRACKING

Comments regarding voice tracking (particularly the practice of out of local area voice tracking practiced by some large broadcast companies) have been put forth. The reality is that voice tracking is merely a new technology allowing faster and more efficient pre-recording of radio programming from any location.

Pre-recording of radio and television programming both local and distant is a long standing and accepted practice in the industry. New technology brings change and while change is difficult for some to accept it is inevitable. The broadcasting industry in order to survive and prosper must be allowed to take advantage of new technology as other sectors have done.

SUMMATION

After reviewing the attached appendixes outlining the Midwest stations' record of community involvement it will become apparent why I feel that few if any rules regarding localism need revision. American broadcasting has done an outstanding job of providing a vast diversity of news, public affairs, information and entertainment programming. Judging from my experience and interplay with radio listeners over the past 50 years the vast majority are quite satisfied. Obviously there are always some people and activists who complain. The complaints about programming and service to the community we have received over the years are few and far between and usually relate to a format change of a particular radio station or something some personality said. Most format changes (usually done after intensive audience research) have proven to produce many more satisfied listeners than produced by the format replaced. I believe it is wise and correct to try to serve well as many as you can. However it is not possible to please everyone.

A few years ago there was a feeling among some on Wall Street that it wouldn't be long and all radio stations would be owned by a total of three companies. I didn't think that would happen and now it appears that is certainly won't. Clear Channel, CBS and Citadel are all in the process of reducing the number of stations they own and many of the large publicly traded radio broadcasting companies are in the process of going private. These changes, a result of marketplace processes, mean a return to more local ownership with all of its benefits. Ninety percent of stations will be owned by much smaller broadcasters and individual owners. Localism is the only way radio can survive the onslaught of new technology and competition the present and future promises. Please don't impose unnecessary, burdensome and costly requirements on broadcasters. Allow us to operate in the best and most efficient way to serve our communities. After all marketplace is the most effective regulator and to satisfy the marketplace's needs we must provide excellent local service.

APPENDIXES

Appendixes I through X highlight the Midwest Communications stations' community involvement over the past year.

APPENDIX I

Market Served: Green Bay/Appleton

Call Letters: WNCY, WIXX, WTAQ, WROE,
WNFL, WZBY, WOZZ

Date: 3/07/08

Prepared By: Jerry Bader, Dan Stone, Tony Tony
Waitekus, Jenny Lawrence, David Louis

Address: PO Box 23333

City: Green Bay

State: WI

Zip Code: 54305

Phone Number: 920-435-3771

Contact E-Mail: jerry@wtaq.com

Local News

- All stations are served by a news department with 4 full-time employees. These employees have a combined news experience of more than 75 years. This staff provides live, on-scene coverage of breaking news, coverage of governmental meetings important to our listeners, cover key court cases, and localize dozens of regional/state and national stories each week, by conducting phone interviews with local sources, to provide a "local angle" to these stories to our listeners. In the past two years this news staff has also produced award winning news series on issues critical to the community: illegal immigration, challenges facing parents of school age children, Traffic problems – Unsafe at the Speeds we drive and do an extended focus on a local news story each Friday morning. Additionally, we have invested in station vehicles and remote broadcast equipment to provide listeners with live coverage from breaking local news events. We also subscribe to AP News wire service and actively trade with Midwest Communications stations in other Wisconsin markets to provide our listeners with extensive regional news beyond the coverage AP provides. We also make available to our news staff training materials and seminar opportunities to allow their skills as broadcast journalists to continue to grow. National news coverage is provided by CBS Radio News. We also have an active trade with WTMJ radio in Milwaukee, and Midwest Communications stations actively share news among themselves..
- More than 400 newscasts are aired each week.

- Give examples. During Tornado warnings, all stations provide continuous "wall to wall" coverage for as long as conditions warrant. WTAQ and WNFL often provide continuous coverage during other severe weather, such as Thunderstorms. An example would be the summer of 2004 when a number of tornadoes struck Green Bay and the Fox Valley area in one evening. We delivered exact locations of the tornadoes on the ground, gave emergency instructions on taking shelter and gave warnings to counties that might have been affected in the following minutes. All stations provided several hours of wall to wall coverage. This was also the case when severe storms struck the Appleton area three summers ago. Live updates were given and listeners described on-air the damage caused by the storm. All stations also provide extended coverage during severe winter weather, including extended forecasts, road conditions and providing weather related announcements. All stations also provide information on severe traffic congestion. Also, stations provided ongoing coverage of national and international breaking stories, including the disputed presidential election of 2000, 9/11, the 2003 war with Iraq and the capture of Saddam. Obviously, Amber alerts, hazardous materials spills and alerts from area police departments are always aired. WTAQ provides traffic alerts for serious traffic situations on a regular basis, as well as weather related closings and cancellations during severe weather. WROE/WZBY: For both stations the instance of severe weather is always watched closely. In the summer of 07 we had instances on both stations where we had to go live with our coverage of Tornado Warnings. Here is a sampling of a typical month of local news on WTAQ, this report is from Feb. 2008:

- The GB Packers dominated the first few weeks of January. Mark Murphy officially started as President and CEO, Brett Favre picked up one award after another and the team appeared to be on the road to the Super Bowl. A win against Seattle and a devastating loss at Lambeau to the Giants ended the season. Green Bay went into hibernation.
- Former Governor Lee Sherman Dreyfus passed away.
- Two Kaukauna police officers were cleared after shooting a suspect during an arrest.
- A jury finds a Green Bay woman guilty in the abduction and robbery of her former mother-in-law. Penny Raleigh's daughter, Kira, already pled to similar charges. She testified against her mother.
- An Ashwaubenon man, 26 year old Scott Spetzler, is charged with sexually assaulting a 15 year old Two Rivers boy he met via My Space.
- More allegations tossed at the Green Bay Catholic Diocese regarding alleged sexual assault by priests and cover-ups. Two Appleton brothers sue the Diocese for fraud. Diocesan officials deny the claims.

- Susan Laluzerne is charged in connection with the van fire that killed two children in December in Luxemburg. The Kewaunee County DA says she was running an illegal day care business. Laluzerne left six young children alone in her van with the engine running while she shopped. The van caught on fire.
- The Green Bay Police Department reaches an agreement with its Union to allow the K-9 program to continue operating.
- Green Bay suburbs continue discussing options for sex offender residency ordinances banning offenders. The talks stem from Green Bay's ordinance.
- Green Bay Public School Superintendent Daniel Nerad accepts the same post in Madison. He will leave Green Bay in the summer after 33 years with the District..
- Give examples of how your website is used to enhance local news coverage. wtaq.com often posts criminal complaints and other documents used in news stories. We also post longer form audios of interviews not used on the air, and provide links related to news stories aired on WTAQ. We also post copy of all local news on the web, and provide 3 web exclusive newscasts per day.

Local Public Affairs

- Describe all daily or weekly programs devoted to local public affairs, local politics, community activities, and similar issues including the length of such programs.
- Are there regularly scheduled segments on local public affairs included in your local newscasts? Yes Give examples. . We routinely inform listeners of upcoming public forums and meetings, and report on meetings and forums that have happened. Additionally, Issues before The Green Bay School board, Green Bay City Council, Brown County Board, and local governments in De Pere, Howard, Ashwaubenon and other local communities are reported on newscasts. In addition to newscasts, WTAQ airs the Jerry Bader show which covers controversial issues of local interest. Below is a non-exhaustive list of topics from 4th quarter 2007: Should the city of Green Bay require gas stations to require their customers to pre-pay?
- Should Jim Doyle's critics have booed him at Lambeau field a half-time veteran's day ceremony, or was it disrespectful to the moment?
- A former Milwaukee nun, now 80, faces 20 years for sexually assaulting boys in the 1960's. What should her punishment be?
- Was the Manitowoc YMCA wrong in telling a breastfeeding mom to leave an 8 and 9 year old basketball game?

- Mayor Jim Schmitt appeared to discuss the homeless debate, minority hiring practices, and binge drinking proposals
- Is it appropriate for the U.S. Army to advertise on Madison High School scoreboards?
- Is it right for those annoyed by cell phone calls in public to use jamming devices on the phones?
- An Australian judge freed without punishment 11 teens who gang-raped a girl, recorded it on video, and distributed copies of it on DVD.
- Is waterboarding torture?
- Denmark School referendum
- St. Louis mom pretends to be a teenage boy online, to exact revenge for her daughter. The girl she scammed later killed herself.
- Man in Pasadena TX shoots and kills two men burglarizing his next door neighbor. Should he be charged with murder?
- Whose to blame for the NFL/cable dispute
- Jason Whitlock's column on the "black KKK."
- Will Hillary win?
- Did CNN know about a "Hillary plant" in the GOP Youtube debate?
- Is Mark Murphy qualified for the Packer's top job?
- Exclusive to the Jerry Bader show: 8th dist. GOP chairman Bill Ross reveals the Brown County GOP is being decertified.

Creating or Selecting Programming

- Describe your stations efforts and practices for determining the types of programming you air. *For example, do you have an open door policy, accept and review e-mailed suggestions, conduct polls of your local audience, perform auditorium tests of various programming?* All stations pride themselves on communicating with listeners. Currently, stations are conducting on-line music testing where they air spots inviting listeners to participate. In addition to music questions, we ask how we can be a better radio station and what could make the website better. Listeners are also encouraged to email the stations with suggestions. E-mails, calls and letters are always

reponded to. WIXX has an open door policy for accepting suggestions wherever they come from be it email, the phone, mail or face to face meetings. WIXX polls listeners on a weekly basis asking them their opinion of the music we play. In addition, we tabulate phone requests, making note of songs we haven't started playing yet. WROE/WZBY: We conduct bi-weekly music tests for our panel of listeners to listen to a select group of songs and tell us what they think of them. We add a perceptual question as well to find out what our readers are looking for from the station. .

- Preemptions: *Provide any examples when your station preempted network programming in order to air other programming of more interest to your local community, such as local political debates or local sporting events.* WTAQ has pre-empted regular programming for Lt. Governor debate, County executive debate and coverage of breaking news. WNFL pre-empts regular programming to provide coverage of local high school sports, and beginning in 2008, Green Bay Bullfrog baseball. WOZZ: We don't air network programming but as luck would have it, we preempted programming today to follow Brett Favre announcing his retirement.

Emergency Programming

- Describe any live and/or on-the-scene coverage of emergencies, weather, traffic, crime and similar events, including any positive impact of your coverage on the local community. All stations routinely provide wall to wall coverage of severe weather, traffic and other events directly impacting listeners. WOZZ: During the stand-off in an Appleton neighborhood, we received calls from worried homeowners. When notified by Appleton police that the situation was over we went on the air and made the "all clear" announcement. WROE/WZBY: By constantly monitoring weather conditions especially in the summertime both stations make sure any severe weather is updated on the ai .
- Describe your stations weather forecasting service. All stations have a weather agreement with WLUK TV, Fox 11. They provide daily forecasts and severe weather coverage. All studios have access to NOAA weather emergency radio and the Weather channel is monitored 24/7..
- Do your stations participate in AMBER or EAS? both

Political Programming

- Describe all candidate debates sponsored or aired. In recent years WTAQ has aired debates for Lt. Governor, Brown County Executive and local legislative races.

- Do your stations offer candidates other types of free airtime? *Give examples, and include examples of candidates declining offers of free airtime.* Candidates are always welcome on The Jerry Bader Show.
- Are local political issues discussed, or candidates interviewed, during newscasts or public affairs programming on a regular basis? The Jerry Bader Show, 8:30 to 11AM, covers a variety of local political and public affairs programming every day.
- Do your stations cover local campaign and /or convention events? Yes. WTAQ gave extensive coverage to visits by presidential candidates Hillary Clinton, Barack Obama, Mike Huckabee and John McCain in advance of the February 19, 2008 presidential primary in Wisconsin
- Describe your stations participation in promoting voter registration drives. WTAQ runs PSA's reminding listeners of election dates and polling times. Wozz uses a "Rock the Vote" campaign to encourage voter registration.
- Give examples of how your websites are used to enhance political coverage. Wtaq.com has provided information about candidates and has posted pod casts of political debates that have aired on WTAQ.

Civic, Cultural and Other Community-Responsive Programming

- Please list examples of programming targeted to raise funds for local charity organizations. WTAQ and Families of Children with Cancer
- In 2006, WTAQ partnered with Families of Children with Cancer (FOCWC) of Northeast Wisconsin. FOCWC provides services to families whose minor children have been diagnosed with cancer. This includes helping out when one parent needs to leave a job to be with the child, and when long hospital stays require equally long and expensive hotel stays, among many other services.
- FOCWC's main events are a summer fundraiser, the Rainbow Classic, and a Christmas party in early December. The Rainbow Classic, a walk/run is FOCWC's major fundraiser. In 2007, WTAQ personalities Matt Z and Jerry Bader took part in an on-air challenge. If Jerry raised more than Matt, Matt had to wear a dress in the walk. If Matt raised more, Jerry would shave his head. The goal was \$5,000. In the end, both Jerry and Matt said they would follow through if at least \$6,000 was raised, which it was. So Jerry was briefly liberated of his hair and Matt donned a dress during the walk.
- For FOCWC's Christmas party on December 8th, 2007, WTAQ collected toys from listeners throughout the month of November, including Jerry Bader's show on the road on November 2nd, to kick-off the event, and November 30th to wrap

it up. Hundreds of toys and more than a thousand dollars in cash were collected. This event is often the highlight of the year for many families who cannot otherwise afford Christmas due to medical expenses. Through WTAQ's efforts FOCWC was able to give each family more gifts than ever before, and make the party bigger than ever before with the money raised. Jerry Bader and Matt Z emceed the Christmas Party.

- These efforts also raised community awareness to the mission and ongoing needs of Families with Children of Cancer.
- WNCY raised \$258,000 this year for St. Jude Children's Research Hospital. Research at St. Jude is shared with hospitals in WI. and around the world. The Polar Plunge for Special Olympics raised \$200,000 in February. WNCY participates year round in the "Food For Neighbors" program with the Salvation Army. Treats For Troops drive to send Girl Scout Cookies to WI troops serving overseas. Pink night at rodeo to raise money for breast cancer research. host March Of Dimes Chef's Auction. (Also motor cycle ride). Morning show does yearly 24 hour brat fry for the Salvation Army "Camp Hope"
- WNCY hosts American Cancer Society Relay For Life. Wozz is the flagship station for the annual Fox Cities WalkAmerica (now The March For Babies). We dedicate airtime for announcements and the entire staff broadcasts live from Memorial Park on the day of the event. WOZZ: Every year Wozz teams with the Greenville Lions for their major fundraiser and concert event. When invited, Wozz airs more than 400 announcements for Appleton's Octoberfest fundraiser. Wozz donates air-time and station promotional items for The Community Tree. We work with the Green Bay Harley owners for the Packerland Ride for MDA with over a thousand bikes riding for charity. We also help promote the annual "Fest of Ale" for the MDA. Last weekend, Wozz helped promote the "Cerebral Palsy" telethon on Wbay-tv. Wozz does food drives for the local pantry. The latest being with a local auto dealer which also raised a thousand dollars for a Veteran's Museum. WROE/WZBY: WROE participates in many events to raise money for local charities. In the past year we have supported The Red Cross tailgate party, a sponsor of the Bellin Health Lifelines series at the Weidner Center, Trees 4 Troops (helping to buy 12,000 Christmas trees to go to 25 bases worldwide to bring a little cheer for the holidays to our men & women serving in the armed forces), and participated in a major food drive with St. Joseph food pantry for the opening of their new facility as well as a holiday food drive. WROE is also a major supporter for the Fox Valley Humane Association. In the past year we have helped them raise thousands of dollars with their Tailgate event, Bark in the Park, Photo's with Santa, the Circle of Life, and by having a new pet each week on our website to help bring awareness of adopting an animal vs. buying one from a pet store. WROE was also major sponsors in Paperfest in Kimberly and Octoberfest in Appleton both of which are major fundraisers for many organizations in those cities. We sponsored the March of Dimes Chef Auction and their Walk America events in the Valley, helped the American Cancer

Society Winnebago County with the Relay for Life, sponsored the St. Elizabeth Community Foundation golf outing, and the No Woman Left Behind dinner.

- WZBY is also a sponsor of the Bellin Health Lifelines Series at the Weidner Center. We held a 24 hour food drive for Paul's Pantry during the holidays, supported the NIC foundation's dance to raise money for the foundation, and sponsored the Bay Area Humane Society's fundraiser "Fur Ball". We supported Junior Achievement with recorded promos for a fundraising campaign and the Community Blood Center with recorded promos for a bone marrow drive. WZBY also supported the Salvation Army's Red Kettle Drive with live mentions encouraging listeners to give during the holidays and the staff manned the large bell inside a local mall during the holidays .
- Describe any coverage of local events, such as local sports, fairs, holiday events, local theater, and fire or police outreach events. WNFL airs local high school sports, local fairs, holiday and theater events are given extensive public service announcement coverage. WOZZ: Wozz supports local fairs, theatre and police and fire safety events with free on-air announcements. We provide a great deal of promo time to local clubs fundraisers. WROE/WZBY: WROE & WZBY provide dates and times for area holiday parades and participates in them as well. We also list area craft fairs, local school theater events, and participated in many area fairs in the summer. WROE participates in Quarry Quest each year. WROE also participated in Oktoberfest in downtown Appleton which is a major fundraising effort for many different charities throughout the Fox Valley. WZBY participated in the annual 4th of July festivities in downtown Green Bay
- Please list the number of Public Service Announcements aired per week. More than 300 PSA's air weekly on all MWC NE stations.
- Please list examples of your Public Service outreach in the community. WNCY: Donations of prizes & airtime for dozens of local charities including Big Brothers-big Sisters. WTAQ donates airtime for dozens of local charities, as mentioned elsewhere in this report, chief among them is Families of Children with Cancer. All stations provide numerous recorded PSAs for the annual United Way fundraising effort..WOZZ: Wozz hosts boy and girl scouts for their communication badges with a tour of the station and hands on displays in the production room. We also volunteer services for a local "anti-smoking" campaign
- Please list your stations coverage of important issues affecting the local community, such as consumer rip-off's, smoking and other health hazards, safety, drinking and driving, domestic abuse and similar issues. WTAQ runs news stories any time the state office of consumer protection offers a consumer alert, and report on the most commonly reported consumer complaints. Lake Michigan swimming hazards are routinely reported. The weekend public affairs programming, NEW weekend, has routinely reported on drinking and driving, domestic abuse and similar public safety issues. WROE/WZBY: WROE hosts

"Food For Thought" weekdays M-F to talk about issues effecting listeners from physical to mental health issues. Those can also be found on the website.

Music

- Do your stations provide on-air opportunities for local artists, either periodically or on a regular basis? Yes Give examples. WNCY: Music submitted for airplay by local artists is given the same consideration as any other artist. WIXX: Not in the past year. WIXX is open to the possibility of playing a local artist should their material match the hit potential that our audience expects. WOZZ: During football season we aired a few different Packer songs by local artists. During Festival season we've aired music by local artists including Boogie and the Yo-Yos and Vic Ferrari.
- What percentage of your music programming is generated locally? WNCY: 100% (with exception of 3 hours weekly syndication). WIXX: 100%
- Do your stations research the market to determine the type of music they want to hear locally? Yes Give examples. WIXX performs internet music tests weekly with it's audience to gage their interest in the songs we play. In addition, WIXX tabulates local request call. WOZZ: In the past years Wozz conducted music research with auditorium music tests which were not ideal. Now we conduct music research through the internet. In fact, Midwest Communications has invested a considerable amount of resources to establish our own Research division. We can now consistantly conduct music research and more in house. Both WROE & WZBY does bi-weekly music testing to ask the audience which songs they want to hear and which they don't. We also ask perceptual questions to see how we are doing with the listeners

Station Participation in Community Activities

- Give examples of your stations support and involvement with non-profit and charity initiatives. WTAQ offers airtime to the United Way during their annual campaign, we have given promotional time to the Salvation Army bell-ringing effort and have had air staff volunteer as bell ringers. WTAQ has a close relationship with Families of Children with Cancer, as explained above. WOZZ Other than what is mentioned above, Wozz promotes and then spends four or five hours at The New London Fall Fest. a small community fundraiser. WROE/WZBY: WROE reads to the Appleton Public Library for a reading series each summer. We participate in many charitable outings, golf outings, fundraisers each year. We will conduct on-air interviews to bring awareness to each cause as well. WZBY lists local charity events on their website so it is easy for listeners to find information. :
- Provide examples of how your stations promote causes not tied to a particular organization, such as health screenings, free vaccinations, nutritional advice,

community fundraisers, blood drives, disaster relief efforts, etc. WTAQ has sponsored a Red Cross blood drive where we promoted the drive and on-air personalities did live call-ins while giving blood. In 2005 all MWC NE WI stations worked together for a collection effort for Hurricane Katrina. ALL stations broadcast their morning shows live from the Lambeau Field parking lot, where two semis were filled with items collected from listeners and taken to New Orleans. WOZZ:Wozz promotes events through the Community Benefit Tree without tying into a specific organization. Wozz also supports the community Blood Center which supplies blood to every area hospital. During June Wozz and Wroe help with a "MASH" blood drive by broadcasting live from downtown Appleton throughout the day. WROE/WZBY:WROE participated in the annual Mash Blood Drive in downtown Appleton to promote blood donation each July. WZBY also lists such events on the website.

APPENDIX II

Market Served: Wausau, WI Call Letters: WSAU-AM, WDEZ-FM, WRIG-AM, WIFC-FM, WIZD-FM, WOFGM-FM

Date: Mar 7, 2008

Prepared By: Chris Conley

Address: 557 Scott Street

City: Wausau

State: WI

Zip Code: 54402

Phone Number: 715 842-1672

Contact E-Mail: Conley@mwcradio.com

Local News

- Provide details on your stations investment in local news. The Midwest Communications stations in Wausau, WI has the largest radio news operation in Central Wisconsin. WSAU-AM was honored with an award a meritt for Best Regularly Scheduled Newscast by the Wisconsin Broadcasters Association. All stations air locally produced and originated newscasts each weekday morning. WSAU-AM, the markets most-listened to news and information station, airs two newscasts per hour from 5am to 9:30pm, and regularly adds additional newscasts to cover breaking news. WSAU-AM is the only radio station in the market that provides local newscasts on Saturdays and Sundays.
- How many local newscasts are aired per week? WSAU-155 weekly newscasts; WDEZ-25 weekly newscasts; WRIG-30 weekly newscasts; WIFC-22 weekly newscasts; WIZD/WOFGM-20 weekly newscasts.
- Do you allow on-air time for breaking news and local emergency information? yes Give examples. WSAU preempts regular programming for news conferences and special reports for live breaking news. In the last year special coverage included: the highway overpass collapse on Highway 29, sheriffs' deputy shooting in Crandon, and a murder-suicide and manhunt in Kronenwetter. WSAU has the capability to take control of the audio of all other Midwest Communications stations in Wausau, and simulcast in the event of an emergency situation.
- Give examples of how your website is used to enhance local news coverage. All Midwest Communications-Wausau web sites have enhanced text for news stories. Text, photos, and graphics are posted on the web sites at the same time

information is being broadcast. WSAU-AM has started a new email alert service, where breaking news, weather, and school closing information is emailed directly to subscribers.

Local Public Affairs

- Describe all daily or weekly programs devoted to local public affairs, local politics, community activities, and similar issues including the length of such programs. On WSAU, there are three regularly scheduled, locally originated programs that deal exclusively with news, information and public affairs content: The 55 SAU Wisconsin Morning News, where one-third of program content is devoted to local newscasts; 55 Feedback, a locally originated interview and call-in program featuring area newsmakers; and Wisconsin Weekend, a news and public affairs program featuring Central Wisconsin topics. Wisconsin Weekend airs weekly on all six Midwest Communications stations in Wausau.
- Are there regularly scheduled segments on local public affairs included in your local newscasts? Yes Give examples. Depending on the story, some WSAU newscasts include extended question and answer segments with newsmakers or reporters on the scene of breaking news.

Creating or Selecting Programming

- Describe your stations efforts and practices for determining the types of programming you air. *For example, do you have an open door policy, accept and review e-mailed suggestions, conduct polls of your local audience, perform auditorium tests of various programming?* All of the Midwest Communications stations in Wausau have an open door policy for public service announcements and news releases. All locally programmed music stations conduct local internet-based surveys of the music they play. All Midwest Communications stations in Wausau accept feedback of any kind regarding programming content and suggestions. Our web site features a "feedback" section, which generates e-mail that is sent to our program directors. Phone calls are always welcome.
- Preemptions: *Provide any examples when your station preempted network programming in order to air other programming of more interest to your local community, such as local political debates or local sporting events.* WSAU has preempted regular programming for 37 high school football, boys basketball, girls basketball, and hockey broadcasts. WRIG has preempted regular programming for 64 high school football, boys basketball, girls basketball, hockey, and baseball broadcasts. WRIG also added a locally originated program dedicated to high school sports, which aired 9 times in 2007, which spotlights athletes, coaches, support staff, and ties to the community. WSAU aired four political debates in 2007, and preempted regular programming for local election coverage in February for local

primaries, in April for local general elections, and a November for local federal election results.

Emergency Programming

- Describe any live and/or on-the-scene coverage of emergencies, weather, traffic, crime and similar events, including any positive impact of your coverage on the local community. Live, on-the-scene reporting is a regular part of WSAU's news programming. WSAU's news operation feeds the other Midwest Communications stations in Wausau based on the story and circumstance.
- Describe your stations weather forecasting service. We employ a private forecasting service (Great Lakes Weather Service). Data is also supplemented from the National Weather Service, and by Program Director Ken Clark, who once worked as a team-lead forecaster. Ken watches medium-term trends, and alerts the stations in the local cluster to potentially hazardous weather foreseen a few days out.
- Do your stations participate in AMBER or EAS? All Midwest Communications stations in Wausau participate in the EAS system. WIFC is a primary relay station for EAS. Our stations do not formally participate in the AMBER alert program, but we regular include AMBRER alerts in our news, web site, and email alert services.

Political Programming

- Describe all candidate debates sponsored or aired. WSAU has sponsored four candidates debates in 2007: for the congressional, state senate, state assembly, and local judgeship races. The audio from these debates was posted on the station's web site. Coverage of these debates was featured in the news coverage on all Midwest Communications-Wausau stations. Our station news staff has also acted as panelists and provided news coverage of debates hosted by other community groups.
- Do your stations offer candidates other types of free airtime? *Give examples, and include examples of candidates declining offers of free airtime.* The Midwest Communications stations in Wausau regularly offer free airtime to political candidates during our public affairs program "Wisconsin Weekend", which airs on all stations within our group. Advocates for community issues and charitable groups are also invited as guests.
- Are local political issues discussed, or candidates interviewed, during newscasts or public affairs programming on a regular basis? Local political issues are regularly included in newscasts on all stations. Candidates and issues are often discussed, with listeners call-in comments solicited, during WSAU's "55 Feedback" program, which airs 5 days a week, 9am-10:30am.

- Do your stations cover local campaign and /or convention events? Campaign and conventions are covered in our regular newscasts on all stations.
- Describe your stations participation in promoting voter registration drives. WSAU, WRIG, WOFR and WIZD have aired voter registration public service announcements. Voter registration requirements have been covered in news stories on all stations.
- Give examples of how your websites are used to enhance political coverage. Interviews with candidates and issue-advocates from WSAU's 55 Feedback program are posted on WSAU's web site. Text of candidate and issue coverage are posted in the local news and state news sections of the web sites for all radio stations within the group.

Civic, Cultural and Other Community-Responsive Programming

- Please list examples of programming targeted to raise funds for local charity organizations. The Midwest Communications-Wausau stations have sponsored community events such as the Big Brothers-Big Sisters "Bowl For Kid's Sake," the Boys' and Girls' Clubs "Wine, Cheese, and All That Jazz" events, the "Rhythm and Brews" event to benefit the Alzheimer's Association, the MS Walk, the Wausau Firefighters' Ride for MDA, the American Heart Association Heart Walk, the "Night of Dance" to benefit the Foundation of St. Clare's Hospital, and the Festival of Trees to benefit Aspirus Comfort Care and Hospice Services. There will many times be additional events of this nature added through the year. Interviews with local representatives with Special Olympics about fundraisers and games, St. Jude Radiothon two days of programming dedicated to raising money for the research hospital, Boys and Girls club interview with Maggie Brown about Wine Cheese and all that jazz fund raiser, Big Brothers Big Sisters interview with Tom Kellenhauser about Bowl for Kids Sake fundraiser, interviews with Judy Lombard director of the Marathon County Humane Society weekly to promote adoptions and request donations and discuss fund raisers including one of our own called Caged for Critters, interviews with national MS representatives about the local MS walk to benefit Multiple Sclerosis research, interviews with local fire department representatives to promote area Fire Department fundraising events, interview with local representative for the Susan G. Coleman fund during breast cancer awareness month to promote donations for mammograms for those who can't afford them, interview with golden horseshoes club to help them raise money for their St. Jude horse show, and interview with Shawano Cty sheriff's deputy about Donkey Basketball fundraiser to benefit Mothers Against Drunk Driving. WSAU's ice fishing tournament is the largest annual fundraiser for Kippenberg Creek Kids, a charity that provides outdoor and hunting experiences for terminally ill and disabled children.
- Describe any coverage of local events, such as local sports, fairs, holiday events, local theater, and fire or police outreach events. All of the stations in our cluster

are supporters of the Wausau Performing Arts Foundation, and the UW-SP Performing Arts Foundation. We sponsor many shows each year for the organizations, encompassing a wide variety of entertainment styles. All of our stations are also on-site at the Wisconsin Valley Fair in Marathon County, and the Lincoln County 4-H Fair. Our stations do interviews with DC Everest Senior high for their fall and spring shows. We also promote and make appearances at many shows at the Grand Theater in Wausau with ticket giveaways to shows held there including Wausau Community Theatre productions

- Please list the number of Public Service Announcements aired per week. WSAU-80 per week; WDEZ-30; WRIG-100 per week; WIFC-30; WOFM-WIZD; 60.
- Please list examples of your Public Service outreach in the community. Ken Clark, who handles Public Service Announcements for our group, maintains extensive community contacts to receive and solicit public service announcements. Our broadcast group has produced local public service campaigns for more than 40 community organizations in the last year.
- Please list your stations coverage of important issues affecting the local community, such as consumer rip-off's, smoking and other health hazards, safety, drinking and driving, domestic abuse and similar issues. The stations in our cluster are part of the Wisconsin Broadcasters' Association "WBA Saves the Day" program. In the event of a regional disaster, the WBA will alert participating stations to provide 72 hours of time devoted to PSAs and other information regarding disaster relief. The last time this was instituted was during Hurricane Katrina. Other types of events as listed in this question are typically covered during live PSAs

Music

- Do your stations provide on-air opportunities for local artists, either periodically or on a regular basis? Yes Give examples. WIFC with the "Slam it or Jam it" portion of the night shift at 7pm. WDEZ has new music features every day, which sometimes feature local talent. Listeners then have the opportunity to voice their opinion of the music. The polka programs on WDEZ and WSAU feature recordings from local musicians.
- What percentage of your music programming is generated locally? With the exception of a few weekend specialty and countdown programs, WDEZ, WIFC, WIZD, and WOFM program all of their music locally. WRIG is a satellite-programmed station. WSAU is not a music station.
- Do your stations research the market to determine the type of music they want to hear locally? Yes Give examples. WIFC and WDEZ conduct bi-monthly music tests, given to a panel of listeners that sign up for the tests online at our website. The database consists of listeners that have registered for the tests and return on

these tests is around 250 to 300+ people per test. We are currently in the process of building and conducting a test of our entire music library.

Station Participation in Community Activities

- Give examples of your stations support and involvement with non-profit and charity initiatives. The Midwest Communications-Wausau stations have participated in the following non-profit and charity initiatives in 2007:
- Performing Arts Foundation
- South Wood County Humane Society
- Boys & Girls Club of the Wausau Area
- Big Brothers Big Sisters (Wausau)
- UWSP Performing Arts Series
- Special Olympics
- Big Brothers Big Sisters (Plover/St. Point)
- Portage County Business Council
- Boys & Girls Club of Portage County
- Alzheimer's Association
- Wausau/Marathon County Chamber of Commerce
- Muscular Dystrophy Association
- Wausau Fire Department
- American Heart Association
- Schofield Fire Department
- Main Street-Wausau
- Foundation of Saint Clare's Hospital
- Trailmates Snowmobile Club

- Aspirus Women's Health
- Volunteer Center of Marathon County
- Aspirus Comfort Care & Hospice Services
- Arthritis Foundation
- Provide examples of how your stations promote causes not tied to a particular organization, such as health screenings, free vaccinations, nutritional advice, community fundraisers, blood drives, disaster relief efforts, etc. All of the Midwest Communications-Wausau stations served as clearinghouses for emergency information after the June 6th tornados and hail storms. Our coverage included continuous weather and emergency coverage on all stations within our group, information on emergency shelters, recovery hotlines, road closures, power restoration, and volunteer efforts. We are currently supporting the Women's Community by hosting and supporting their spring fund raiser with on air promotion. Every year during the holidays we do a food drive for the local food panty (the Neighbor's Place). We assisted The Central Wisconsin Autism Social Group by Hosting and supporting fundraisers for them with on-air promotion. We promoted and hosted a fundraiser for local troops and their families with a fundraiser at the Rose Garden where a Packer game was broadcast on a big screen TV and concessions, silent auctions and raffles were conducted to help raise money for the families.

APPENDIX III

Market Served: Kalamazoo/Portage, MI

Call Letters: WKZO-AM, WVFM-FM,
WFAT-FM, WNWN-AM,
WQLR-AM

Date: 3/7/08

Prepared By: Brian Hayes, Jay Morris,
Ken Lanphear, Troy Robertson,
Dave Jaconette

Address: 4200 West Main Street
State: MI

City: Kalamazoo
Zip Code: 49006

Phone Number: 269-488-3802

Contact E-Mail: bhayes@wfat.com

Local News

1 Provide details on your stations investment in local news.

A news department with four full-time employees and one part time employee serves our five Kalamazoo stations. This staff provides live, on-scene coverage of breaking news, coverage of governmental meetings in Kalamazoo county that are important to our listeners, cover key court cases, and localize regional/state and national stories each week, by conducting phone interviews with local sources, and experts, to provide a "local angle" to these stories to our listeners. Additionally, we have invested in station vehicles and remote broadcast equipment to provide listeners with live coverage from breaking local news events. We also subscribe to Metro news and actively trade stories with WSJM in St. Joseph, Michigan and other Midwest Communications stations in Holland, Michigan and Coldwater, Michigan to provide our listeners with extensive regional news beyond the coverage Metro provides. We also make available to our news seminar opportunities to allow their skills as broadcast journalists to continue to grow. CBS Radio News provides national news coverage. We also provide 1 ½ hours per day of agriculturally related original local programming on WKZO and make reports available to our outlying stations.

2 How many local newscasts are aired per week? 435

3 Do you allow on-air time for breaking news and local emergency information? Yes

Since our facility is staffed 24/7 365 days per year, during tornado watches and warning WKZO goes into wall to wall coverage for as long a conditions warrant and the other stations provide continuous coverage as programming permits. We also have a beeping warning that comes over the air when any severe thunderstorm watch or thunderstorm warning is called for Kalamazoo County. This beep stays on the air every 8 seconds until the watch or warning expires. This beep alerts listeners quickly that severe weather is happening in Kalamazoo County; and to keep listening for important weather information. In 2007, Kalamazoo Valley Community College had a bomb threat that closed down the school. Within minutes of receiving the warning our news team members were on the air of all five of the stations with official information to keep a potential panic to a minimum. During the threat, we went with wall-to-wall coverage, and continued to add more details to the story as they came in from local police sources. We also provide traffic reports regularly, which warn drivers of potential dangerous traffic situations as quickly as possible. In 2007 the main interstate in Kalamazoo I-94 closed down because a truck was hauling explosive chemicals incorrectly. This led to I-94 closing for more than 6 hours. This was reported across all stations and WKZO followed that story through the drive home with on air reports, and updates to the situation every half hour. We also provided continuing coverage of the hostage situation at Western Michigan University and traffic detours that resulted. Additionally, we covered the breaking news of job cuts at Pfizer, one of Kalamazoo's largest employers.

4 Give examples of how your website is used to enhance local news coverage.

Our websites provide extended coverage of news stories. This can include longer versions of local news stories, or depending on the story, we have included full audio that was not included for on air reporting. We also provide a daily poll question for listeners to weigh in on local news stories. In the last local election, we provided listeners the WKZO voter guide at WKZO.com. It included audio of each of the interviews that were aired for each local candidate running for Kalamazoo commission or Portage council, a list of polling place sites for the entire county, and a copy of the city of Kalamazoo ballot.

Local Public Affairs

Describe all daily or weekly programs devoted to local public affairs, local politics, community activities, and similar issues including the length of such programs.

The news department provides a 3 minute locally produced public affairs program called "Focus" which airs on all five of the Kalamazoo stations. This show provides longer coverage of local issues that affect listeners in Southwest Michigan, such as local education, environmental issues, and economic issues. Other public affairs programming includes the 2-hour program Talk It Up Live, Talk It Up With Buddy Hannah, Community Interaction, Community Reflections, Minutes with The Mayor,

and Consider This. Additionally, WKZO's also airs three local talk shows for a total of 65 hours of local programming every week. Our local talk shows concentrate on local issues, air interviews with local legislators, and air diverse opinions from listeners in Kalamazoo and the surrounding counties. A partial list of the topics covered during the local talk segments include:

Raising of state sales tax
Michigan 21st century job fund
Kalamazoo one of the top 10 turnaround cities in USA
Kalamazoo teachers' benefits
Mesa benefits in detail
Kalamazoo "pooper scooper" law
Part time legislature in Michigan
Fred Upton's light bulb legislation
J.D. Power survey good for Ford
Space center at air ZOO
Wheelchair pushed for miles by semi. Boy survives!
Local bid preference policy of city of Kalamazoo
gas prices
Public safety meeting with business leaders
Don Gilmer critical of states budget compromise
Michigan's under use of wind power
Justin Verlander no hitter for Tigers
Worse is yet to come for Michigan according to Comerica chief
Michigan smoking ban
Michigan Business tax
Immigration bill back
Kellogg's changes cereal
Homeless man beat by gang in downtown Kalamazoo
Gang violence in Kalamazoo
Should computer techs be lawfully required to turn in child porn suspects?
Domestic partner benefits for city employees
Fair elections act
WMU enrollment manager resigns
EPA regulation of air quality for Kalamazoo
35 MPH mandate.
State salary database
Optional lawn watering for Kalamazoo
Gov. says legislature should give up summer break
House gets COLA
Search for Bigfoot in U.P.
Cost of domestic partner insurance for city workers in Kalamazoo
Jack Kevorkian released from Jail
Animation festival comes to Kalamazoo
Tax on sports tickets
Fireworks return to Portage

Field of flight air show in Battle Creek
New legislation for Jail overcrowding
Kalamazoo city Manager comments of city on verge of violence
Change in Michigan sentencing guidelines
Barking Dogs rules in Van Buren County
What would the founding father s think of our society today?
Area teens dropping bricks off bridges
Lower business tax structure in Michigan
Charge cities that dump waste into Lake Michigan
Real cost of bottled Water
Sprint/Nextel drop high maintenance subscribers
Mandate of acceptance to 4-year College to get diploma
Budget Battle continues
Parental involvement with gang violence
Tax on fattening foods
Id's with barcodes for every Kalamazoo Public school student
State Luxury tax
Universal health care
State looks at per drink alcohol tax in bars
Homeless picket city hall with the Homeless Action Network
Budget cuts at WMU
Kalamazoo apartment complex fire
Road bridge safety
Two tiered funding for Michigan universities
Increase the tourism budget in Michigan
Itemized budget spending bill
New casino in New Buffalo
U.S. Tennis Association boy's tennis championships in Kalamazoo
White supremacists in Kalamazoo
Rifest in Kalamazoo
Kalamazoo County Fair
Michigan school bans all cell phones
Mich. house approves Gun Lake casino compact
Texting while driving outlawed
Local rep. wants to place tollbooth outside all casinos in Mich. and charge for entries
Raise gas tax to fund better roads in Michigan
Dog fighting in Michigan
Abstinence education programs in Michigan under fire
Hire Michigan first, to crackdown on illegal immigrants in Michigan
No worker left behind program pitched by Gov. Granholm
Gang violence expert in Kalamazoo
Funeral for local soldier killed in Afghanistan
Michigan merit exam results released
How safe do you feel with products from China?
Bill approved to replace Kalamazoo drain commissioner that is in a coma
13-year-old beats a toddler will be tried as a juvenile

Storm knocks power out to 45,000 Consumers Energy customers in Kalamazoo County
Michigan looks to move presidential primary into January
Changes at Kalamazoo Public Safety
Alternative energy debate. Use garbage as fuel
No id needed to vote in Michigan
Michigan to move primary to earlier date in January
Gov. proposes state university funding changes to increase the dollar amount for three S.E. Michigan school, decrease the rest of the other 12 state universities
VW moves North American headquarters out of Detroit.
Bill debated that would give teachers conceal and carry rights at schools
Should Kalamazoo institute a curfew for everyone under 18 in the city?
16 shoot 18 year old at 2am on a school night
18 year old dies in hospital
16 year old will be tried as adult in court
GM/ UAW Contract talks
Constitution day
Budget battle comes to a head
Kalamazoos murder rate up this year
Fast built house with Habitat for Humanity
Michigan income tax is raised to balance budget
Alamo Township reluctantly approves gravel pit... local residents angry
Threat of shutdown of non essential services in Michigan if budget not reached by Oct. 1st
UAW strike at GM
Household heat bill will increase \$992 this winter
Detroit casinos to close if government shuts down
Beer and liquor sales stop if government shuts down
Lotto stops if government shuts down
State of Michigan Budget - partial shutdown averted
Continuation budget is in place...what does it mean?
No smoking on Borgess and Bronson hospital grounds
State revenues increase, but business leaders upset by a new tax on services
UAW strike at Chrysler
12-inch gas line ruptures in Allegan County
Recall petitions for started for 10 republicans
Fair tax
I-94 closed for 6 hours, for a guy hauling barrels of chemicals
Ticket master suit on Hannah Montana tickets
Nationwide primary election day
Pfizer plans to cut another 200 jobs in Kalamazoo
New bill to get rid of Michigan primary
Michigan to lose half of its delegates for moving the primary
Should Michigan get rid of forced unionism?
Kalamazoo is the 10th most visited wine region in the country
Community pumpkin carve at the Binder Park zoo

Not all lottery funds go to education
New approach to housing voucher program
Motorcycle helmet law
Group wants to change teacher's raises and job security from current system to one based on merit and actual impact on children they teach
Turtle fence on US 31 cost \$318,000
Kalamazoo teacher attacked by students
Urban school districts are "dropout factories"
Preliminary talk of starting a medical school at WMU
Lobbies spending up in Michigan
Solution for global warming comes in Northern Michigan
National health care in UK
Gov. Richardson wants to take Michigan water and give it to Arizona
Service tax items
Axe the Tax
Kalamazoo Christmas parade
City election
Child suspended at K-zoo school for bring B.B. gun to school
Great Lakes water
Saginaw river worst pollution levels EVER!
Kalamazoo leaves pick up runs late
California sues toy companies
What is protected under free speech?
City Mill ages
City commission candidates
Portage city council candidates
MBT surcharge to replace tax on services
A down dollar could mean good things for Michigan
Should Michigan expand .10 deposits to include sport drinks, and water bottles?
Chamber of commerce hires lobbyist to plug S.W. Michigan
How much did Michigan make in unclaimed lottery winnings...?
Airline bill of rights
Amtrak crash in Chicago
State revenue estimating committee
Noose causes stir at CMU
Wood pulp turning into energy
New primary election idea starts in Michigan
Gov. says she wouldn't raise taxes again
What did the state legislature get done this year?
Part time legislature and repeal term limits proposed
Upjohn Institute on the Economy
Lawsuit against the Michigan primary
Democrats say don't write in- vote uncommitted
ID to vote
Ban on smoking proposed in Michigan
Salvation Army needs more toys for Christmas

Christmas spending
Radioactive substance escapes from Palisades Nuclear Plant
Do sex Ed classes lead to more or less teen sex
Traffic control in Portage
Holly Jolly trolley runs in Kalamazoo

Are there regularly scheduled segments on local public affairs included in your local newscasts?

No regularly scheduled public affairs are included as a feature of our news casts as we prefer to highlight community affairs in their own spotlight.

Creating or Selecting Programming

Describe your stations efforts and practices for determining the types of programming you air. *For example, do you have an open door policy, accept and review e-mailed suggestions, conduct polls of your local audience, perform auditorium tests of various programming?*

All of our stations continually communicate with our listeners via telephone, email, and public appearances. Listeners are encouraged to email topic suggestions to any of the station hosts, or the program director. We always try to respond to every e-mails, call, and letter.

Preemptions: *Provide any examples when your station preempted network programming in order to air other programming of more interest to your local community, such as local political debates or local sporting events.*

WKZO pre emptied the Glenn beck show for a Republican debate in Detroit, also for Governor Granholm state of the state address. Highlights were aired on the other stations. WKZO also pre emptied the Jay Morris show for a John McCain campaign rally in Kalamazoo.

Our listeners care very much about local sports, and sports news is important to them. We cover local sports in several ways on our website, with podcasts of our local sports updates, the lasted headlines from WQLR, and updates local sports stories. we carry Kalamazoo Christian High School sports, and they have a very loyal fanbase, and are interested in every game we carry for them. We also get requests to provide coverage of the games on the internet in either live-streaming or podcast formats. Every spring, we are inundated with requests for Cubs baseball; we got a very strong response to University of Michigan Football, and our listeners let us know what they want, and what they don't, and we attempt to give it to them.

We preempt network coverage for local sporting events on at least a weekly basis, but the average would be closer to three or four times a week. With coverage of high

school football and basketball, Kalamazoo Kings Baseball, Kalamazoo Xplosion Football, Western Michigan University Bronco Review, the Bronco Update, University of Michigan Football and Basketball, Chicago Cubs Baseball, The Tom Izzo Show for Michigan State Basketball, and more, we are servicing the LOCAL sports interests of our listeners on a regular basis.

Emergency Programming

Describe any live and/or on-the-scene coverage of emergencies, weather, traffic, crime, and similar events, including any positive impact of your coverage on the local community.

During summer '07, we covered a serious thunderstorm that knocked power out for over half of Kalamazoo County. During this outage and through eyewitness accounts and reporters on scene we were able to help our listeners through the outage by pointing out what areas were affected, traffic light rules, and other safety issues. Also in '07 we were able to help listeners navigate around the Oakland drive bridge, a major bridge that links Kalamazoo and Portage. WKZO did a live broadcast on the opening day of the new bridge. We ask our listeners daily to be traffic tipsters; this encourages them to help others stay away from traffic accident areas.

Describe your stations weather forecasting service.

Accuweather is contracted across all of our stations, and they update the forecast three times daily and as needed if weather changes or becomes hazardous. We also have two hosts who talk with the Accu-weather meteorologists live twice every day to update weather conditions, and give a longer-range forecast. Accuweather will also call if any watches or warnings are issued for our listening area. Additionally, we monitor the national weather service reports from Grand Rapids. The studios also have access to the Weather Channel. As we are staffed 24/7/365, we are able to expedite the airing of weather emergencies.

Do your stations participate in AMBER or EAS? Both

Political Programming

Describe all candidate debates sponsored or aired.

The Republican presidential debate in the fall of '07

Do your stations offer candidates other types of free airtime? Give examples, and include examples of candidates declining offers of free airtime.

Each of the candidates for Kalamazoo city commission, and Portage city council were offered an interview in the weeks leading up to the general election in '07. WKZO also put those interviews online at WKZO.com. We also include all of our local legislators' interviews to get a local perspective of a state or national issue. We have regularly scheduled interviews with Congressman Fred Upton once per month; listeners are able to ask him questions on the air about issues that affect them. The morning after Governor Granholm's most recent state of the state address we conducted interviews with every one of the local legislators to get their comments and thoughts, and add a different perspective.

There are no examples of candidates rejecting airtime other than when there are scheduling conflicts.

Are local political issues discussed, or candidates interviewed, during newscasts or public affairs programming on a regular basis?

Yes, as often as possible we work to get local representatives for local perspectives on political issues that affect listeners in Kalamazoo County.

Do your stations cover local campaign and /or convention events?

Yes, coverage would include airing John McCain's entire campaign stop in the spring of '08, to the airing of news reporters' live from local campaign events.

Describe your stations participation in promoting voter registration drives. Give examples of how your websites are used to enhance political coverage.

In the spring of '08, we used WKZO.COM to produce the primary voters guide. This included pictures, and interviews of local candidates, the location of every polling place in the county, and a copy of the city of Kalamazoo ballot. Sen. Carl Levin's most recent speech to local business leaders was posted at WKZO.Com. The entire John McCain rally audio was posted less than an hour after the rally was completed. Governor Granholm's' most recent State of the State address was also posted on WKZO.COM

Civic, Cultural and Other Community-Responsive Programming

Please list examples of programming targeted to raise funds for local charity organizations.

In spring of '07, we helped Pretty Lake vacation camp on "tag day" raise money to send disadvantaged children to camp for the summer. We raised money for the Irish club in Kalamazoo to help them to do their annual St. Patrick's Day parade. In the summer of '07 we raised over \$3,000 for the YWCA in a one day fundraiser live on the air. Every year we sell a cookbook to raise money for local charities. This year's

theme cookbook benefited the students of Kalamazoo County. Over 16 days we raised over \$30,000. We are also the media sponsor for the American Heart Association's Indoor heart walk, the Walk for the Homeless with Housing Resources Incorporated, and Sherman Lake YMCA Shermanator triathlon. Most recently we raised money for the Gryphon Place crisis hotline during our 211 Radiothon. Throughout the past year we also helped raise money for Ministry for Community a local homeless shelter, the Portage Community Outreach center, and the Greater Kalamazoo Chapter of the American Red Cross to raise money for families that were left homeless after a major apartment fire in Kalamazoo.

We have local coverage of high school football and basketball, Kalamazoo Kings Baseball, Kalamazoo Xplosion Football, Western Michigan University Bronco Review, and the WMU Bronco Update. We also do a local coaches show for high school football and basketball, and have extensive coverage of local athletes during regular programming.

Describe any coverage of local events, such as local sports, fairs, holiday events, local theater, and fire or police outreach events.

Weekly, we have live interviews with members of the Civic Theater, coverage of Arts news a weekly list of arts happenings in Kalamazoo County, and interviews with the director of Miller Auditorium for show that appear there. We have a community bulletin board that airs every Saturday. Once per month WKZO has the acting chief of Kalamazoo Public safety in the studio for an on air interview. All of our websites have a community bulletin board that listeners can update with events. The complete list of all arts events in Kalamazoo is also located on WKZO.com. We either fully sponsored, broadcast on-locations or offered free promotional support and on-air interviews to: The Kalamazoo Blues Festival, Greek Fest, Mixer on the Mall, Island Fest, Kalamazoo Civic Theater, Paw Paw Village Players, Black Arts Festival and many, many other smaller events.

Please list the number of Public Service Announcements aired per week.

On average we 209 recorded PSA's per week. They come from local community sources and the Ad Council.

We average approximately 450 live PSA's per week, which focus specifically on local charities and events.

We also average 10 live interviews per week focusing on Public Service.

Please list examples of your Public Service outreach in the community.

We regularly invite and meet with local community representatives to discuss how we can help them accomplish their goals. They appear live on the morning shows to

promote their events. Recent examples include Big Brothers/Big Sisters, Kalamazoo Institute of Arts, Vicksburg Chamber of Commerce, Kalamazoo Women's Club, Kalamazoo Children's Chorus, Kalamazoo Garden Club and Sweet Adelines.

WKZO regularly participates in literacy programs with the Kalamazoo Public library. We help sponsor speakers at the Kalamazoo chamber of Commerce, and we work with several local organizations like the Kalamazoo Gospel Mission, Ministry with Community, Big Brothers and Big Sisters, Pretty Lake vacation camp, YWCA, YMCA, KVCC foundation, the WMU Foundation, Kalamazoo Public schools, and Loaves and Fishes to help them publicize local events.

We carry and cover the Kalamazoo Kings. Over the last two years, we have devoted about 400 hours a year to carrying their games, and this organization in turn Kings have been awarded the 2005 Governor's Service Award for Outstanding Corporate Citizenship, for all of the outreach they do for local non-profit organization. We also sponsor and participate in several charity golf outings per year, including raising money for the Carl Wilson Cancer Foundation, and the Volunteer Center of Greater Kalamazoo, and the Tour De Cure Ride for Diabetes.

Please list your stations coverage of important issues affecting the local community, such as consumer rip-off's, smoking and other health hazards, safety, drinking and driving, domestic abuse and similar issues.

We air recorded public service for a national don't drink and drive, and other national PSA campaigns. Interviews are done 4 times per year with the Kalamazoo MADD chapter. Our news department has produced several stories a month warning of consumer rip offs mostly aimed at seniors. WKZO also aired a series of stories about heart health risks with the doctors from Borgess hospital. WVFM devoted the month of October to Breast Cancer Awareness month. We provided information on the importance of mammograms as a preventative measure, interviewing experts in the medical field as well as the local Susan G. Komen For The Cure organization. We also provided information on a program to provide free mammograms for those not covered by insurance, a program that drew an overwhelming response from the community. WFAT devoted the month of October to men's health issues including prostate cancer and men's mental health issues. WNWN-AM dedicated much of its February programming to Black History Month.

Music

Do your stations provide on-air opportunities for local artists, either periodically or on a regular basis?

Although we do not include local artists in our on-air music library, the stations are active in promoting opportunities for local artists through the "Mixer On The Mall" event in cooperation with Downtown Kalamazoo Incorporated. WVFM hosts an after-work downtown get-together with live music showcasing local music groups

and actively solicits groups for these opportunities as part of the planning for this event. WFAT simulcasts the Kalamazoo Blues Festival in July, which highlights many of the area's local blues artists.

What percentage of your music programming is generated locally?

100% - WVFM

100% - WFAT

5% - WNWN-AM (locally produced Gospel, Jazz and Hip Hop shows)

Do your stations research the market to determine the type of music they want to hear locally? Yes

We periodically conduct auditorium tests of it's music library with listeners from it's key demographic to gain their thoughts and opinions on the songs we program on the radio station. Additionally, we conduct perceptual research to help focus the stations' programming to the interests of our audiences.

Station Participation in Community Activities

1 Give examples of your stations support and involvement with non-profit and charity initiatives.

Our stations were involved in the walks, runs, fundraising, and awareness campaigns of:

The Greater Kalamazoo Chapter of the American Red Cross

Light the Night Leukemia Walk

Kalamazoo Walk for the Homeless

Portage Community Outreach Center

Live Strong Prostate Cancer Walk

Big Brother/Big Sisters

Humane Society

SPCA

American Diabetes Association

Kalamazoo Gospel Mission

Ministry with Community

Pretty Lake Vacation Camp

YWCA

YMCA

KVCC Foundation

WMU Foundation

Kalamazoo Public Schools

Loaves and Fishes

Great Lakes Burn Camp
Susan G. Komen Foundation
Kalamazoo Classic

Every year WKZO puts together a cookbook for local listeners. All of the proceeds raised by the sale of this \$5 cookbook go to different local charities.

We also offer our hosts to emcee non-profit events without expense to the organization. We usually do at least 75 of these events per year.

All stations provide on another with cross-support for nearly all events.

2 Provide examples of how your stations promote causes not tied to a particular organization, such as health screenings, free vaccinations, nutritional advice, community fundraisers, blood drives, disaster relief efforts, etc.

The American Red Cross has a permanent place on the WKZO web site, this link is promoted several times per week during necessary times to promote local blood drives. WKZO news will air news stories when the areas blood supply is low. WKZO every week had the heads of local organizations on air for interviews on the week of any event that happens in Kalamazoo County. WKZO also helped the American Red cross raise money for families that were left homeless after a major apartment fire in Kalamazoo. News also aired stories to help these families.

In recent months, WVFM has provided air time for interviews with doctors addressing the issues of breast cancer and a free mammogram program in the community for qualified women, the effects that winter activity may have on our health including tips to address back injuries and a heart expert during "heart month" with advice for healthy nutrition and activities to prevent heart disease.

We did a live broadcast from the Living Well Fitness Ctr on 03/01/08 and all of the participants were able to get free health screenings and free "Health Club" memberships. We also provide information on where to obtain free AIDS testing, mental health screenings, vaccinations

APPENDIX IV

Market Served: Sheboygan

Call Letters: WHBZ, WXER, WHBL, WBFM

Date: 03/03/08 Prepared By: Ron Simonet PD WHBZ/WXER, Eddie Ybarra PD WBFM, Kelly Meyer PD WHBL, Mike Kinzel News Director WHBL

Address: 2100 Washington Ave City: Sheboygan

State: WI Zip Code: 53081

Phone Number: 920-458-2107 Contact E-Mail: Ron@whbz.fm,
Eddie@b93radio.com, Kelly@whbl.com, Newsroom@whbl.com

Local News

- Provide details on your stations investment in local news. All of our stations are served by a news department, with 2 full-time employees. This staff provides live, on-scene coverage of breaking news, coverage of governmental meetings important to our listeners, coverage of key court cases as well as state and national news. We have invested in station vehicles and remote broadcast equipment to provide listeners with live coverage from breaking local news events. We also subscribe to the AP News wire service and actively trade with Midwest Communications stations in other Wisconsin markets to provide our listeners with extensive regional news beyond the coverage that AP provides. We also make available to our news staff training materials and seminar opportunities to allow their skills as broadcast journalists to continue to grow. Our National news coverage is provided by the ABC Radio Network.
- How many local newscasts are aired per week? There are 278 regularly scheduled newscasts on the 4 stations each week. In addition to that, we also produce the Week In Review which is aired on Sundays on all 4 stations. It is an approximately 10 minute program reviewing the top news stories of the past week.
- Do you allow on-air time for breaking news and local emergency information? Yes give examples. 9/10/07 Live report from Rockline Industries where a gunman

had murdered a worker and police were concerned he may be dangerous and at large in the neighborhood. We did reports on AM and FM until it was determined with neighborhood was safe. 9/26/07 We did live reports from the scene of a shooting where police were investigating and attempting to get information from passing motorists who may have seen something. 10/03/07 Live report from the courthouse on the sentencing of two men who had been stalking and threatening a real estate agent. 01/11/08 Live report from the courthouse on a judge overturning his own decision to throw out a jury verdict. 1/30/08 Wind chills of 35 below zero resulted in school closings. We did numerous reports in and outside of our newscasts listing the closings and warning of blowing and drifting and hazardous road conditions. That included a live report from I-43 on dangerous road conditions. We also broadcast warnings about frostbite and what can be done to prevent it. Our coverage also included taped interviews with police agencies regarding road conditions. 1/31/08 Reported live from the scene of a fire in a smokestack at the Mayline Company where several workers had been overcome and were taken to the hospital. 2/01/08 There was more snow and we aired a live report on road conditions in the city and out on the interstate. 2/06/08 The city declared a snow emergency and we aired stories alerting the public about parking rules during the emergency. We also aired information on school closings in our newscasts and in numerous special reports. We also did a live report on conditions on I-43. 2/14/08 Covered a news conference at City Hall in which the Mayor declared a city-wide snow emergency and did a live report from City Hall outlining the provisions of the emergency. Followed that with extensive coverage in and outside of newscasts regarding the emergency and its provisions. 2/16/08 Called in additional staff to cover a serious weather situation which developed because of rain and freezing rain. We aired special reports throughout the day advising listeners about which streets were being closed due to flooding and stalled cars. We also aired numerous special reports on cancelled church services and other cancellations. 2/19/08 We aired live coverage of the primary election including the local vote for president and results of a hotly contested mayoral primary in the city of Plymouth.

- Give examples of how your website is used to enhance local news coverage. We post every news story that we write on all 4 station websites, complete with any audio that is used in the news story, giving web readers the opportunity to review stories they may have missed on the air and to hear the actual interviews included in them. We also post documents used as sources for news stories such as criminal complaints from high profile court cases. All 4 radio stations use airtime to promote and lead people to their individual websites.

Local Public Affairs

- Describe all daily or weekly programs devoted to local public affairs, local politics, community activities, and similar issues including the length of such programs. We staff every city council, county board and school board meeting as well as some council meetings in outlying cities. Newscasts on the following day

include stories on what takes place at those meetings such as new ordinances, budget issues, zoning issues and others that impact the communities. We produce the Week In Review which is aired on Sundays on all 4 stations. It is an approximately 10 minute program reviewing the top news stories of the past week.

- Are there regularly scheduled segments on local public affairs included in your local newscasts? Yes Give examples. We produce the Week In Review which is aired on Sundays on all 4 stations. It is an approximately 10 minute program reviewing the top news stories of the past week. The 3 FM's encourage on air personalities to include local news and public affair stories throughout their show at least once an hour.

Creating or Selecting Programming

- Describe your stations efforts and practices for determining the types of programming you air. *For example, do you have an open door policy, accept and review e-mailed suggestions, conduct polls of your local audience, perform auditorium tests of various programming?* All 4 stations maintain an open door policy toward programming questions and suggestions with correspondence from listeners always responded to. All station websites have links to station managers in regards to suggestions or complaints. All station websites utilize polling on various subjects depending on format. All music programming is done in this market with the oversight of our Programming VP, with local research done on occasion.
- Preemptions: *Provide any examples when your station preempted network programming in order to air other programming of more interest to your local community, such as local political debates or local sporting events.* WHBL pre-empts regular programming during elections, providing complete coverage during. WHBL routinely airs local news conferences as they happen. WHBL also pre-empts regular programming for coverage of local high school football and basketball. The FM's will occasionally preempt music programming for breaking local news, local artist interviews, and remote broadcast of local events involving charity organizations.

Emergency Programming

- Describe any live and/or on-the-scene coverage of emergencies, weather, traffic, crime and similar events, including any positive impact of your coverage on the local community. Our stations provided extensive coverage of a blizzard that hit the Sheboygan area in early February 2008. It was the worst storm the area had seen in 9 years. Our stations provided the latest weather updates as they became available, including tracking of the storm, road conditions and cancellations. Later that same month, the Sheboygan area was hit with a freezing rain storm on a Sunday morning. Our stations interrupted regular programming with weather

updates, road conditions and cancellations. EXAMPLES: 1/30/08 Wind chills of 35 below zero resulted in school closings. We did numerous reports in and outside of our newscasts listing the closings and warning of blowing and drifting and hazardous road conditions. That included a live report from I-43 on dangerous road conditions. We also broadcast warnings about frostbite and what can be done to prevent it. Our coverage also included taped interviews with police agencies regarding road conditions. 1/31/08 Reported live from the scene of a fire in a smokestack at the Mayline Company where several workers had been overcome and were taken to the hospital. 2/01/08 There was more snow and we aired a live report on road conditions in the city and out on the interstate. 2/06/08 The city declared a snow emergency and we aired stories alerting the public about parking rules during the emergency. We also aired information on school closings in our newscasts and in numerous special reports. We also did a live report on conditions on I-43. 2/14/08 Covered a news conference at City Hall in which the Mayor declared a city-wide snow emergency and did a live report from City Hall outlining the provisions of the emergency. Followed that with extensive coverage in and outside of newscasts regarding the emergency and its provisions. 2/16/08 Called in additional staff to cover a serious weather situation which developed because of rain and freezing rain. We aired special reports throughout the day advising listeners about which streets were being closed due to flooding and stalled cars. We also aired numerous special reports on cancelled church services and other cancellations.

- Describe your stations weather forecasting service. All 4 stations work in partnership with WLUK TV Fox 11 Green Bay Meteorologists.
- Do your stations participate in AMBER or EAS? Yes

Political Programming

- Describe all candidate debates sponsored or aired. We have conducted numerous candidate debates; some included the candidates face to face while others featured the candidates for local office in separate appearances. The most recent debate took place prior to the April election in 2007 and included candidates for the Sheboygan City Council. Candidates were allowed to make statements and answer questions from the host and listeners who called in.
- Do your stations offer candidates other types of free airtime? *Give examples, and include examples of candidates declining offers of free airtime.* During national, state and local elections our newscasts carry numerous stories on the candidates and their positions on issues in the campaign.
- Are local political issues discussed, or candidates interviewed, during newscasts or public affairs programming on a regular basis? We regularly interview the candidates seeking election to local and state offices and include that in

newscasts. We also regularly use information from news releases that the various campaigns distribute.

- Do your stations cover local campaign and /or convention events? We regularly cover any local campaigns by interviewing the candidates and making certain opposing candidates get equal time. We got our coverage of state conventions from AP and include that in our newscasts.
- Describe your stations participation in promoting voter registration drives. We keep listeners aware of upcoming elections by providing information in regular newscasts on upcoming elections, deadlines for filing nomination papers, voter registrations stories, and a listing of candidates who will be on the ballot. We also provide live election coverage of each election. On Election Day we continually provide information in newscasts on the opening of the polls and the requirements to vote. Our coverage includes interviews with city and county clerks.
- Give examples of how your websites are used to enhance political coverage. All 4 station websites provide news stories pertaining to political campaigns and events as well as extensive local, state and national election results.

Civic, Cultural and Other Community-Responsive Programming

- Please list examples of programming targeted to raise funds for local charity organizations. WHBL interviews staff at the local Salvation Army at various times of the year - most notably during their red kettle bell-ringing campaign around Christmas time. The 4 stations also informed the public of times and locations and donated time to actually take part in the red kettle bell ringing for the Salvation Army of Sheboygan. All 4 stations were involved in helping the county sheriff's department raise funds for a drug dog by way of a live remote broadcast at a local pet wash. All 4 stations also interviews, weekly, the director of the Sheboygan County Humane society live on the air and encourages people to adopt animals or, if that's not feasible, to donate funds to help the Humane Society continue to operate. All 4 radio stations both volunteer to help with and interview people from the Meals on Wheels organization in advance of their biggest fundraiser of the year - Love Bowls. WBFM runs a radiothon once a year for St. Junes and the other stations spend some time cross promoting the cause.
- Describe any coverage of local events, such as local sports, fairs, holiday events, local theater, and fire or police outreach events. WHBL airs local high school football and both boys and girls high school basketball each season. All 4 stations promote and broadcast live from Brat Days, which raises funds for the Sheboygan Jaycees. All 4 stations promote, by way of PSA's, any fire department or police station open house events and brat fry's.
- Please list the number of Public Service Announcements aired per week. 495 between the 4 stations.

- Please list examples of your Public Service outreach in the community. Staff members regularly attend Job Fairs, High School Learning For Life Presentations, Salvation Army Bell Ringing, Job Shadowing with Local High Schools and Colleges, Relay for Life, American Cancer Society, Sheboygan Humane Society along with several employees being members of the Sheboygan Jaycees, Sheboygan Rotary.
- Please list your stations coverage of important issues affecting the local community, such as consumer rip-off's, smoking and other health hazards, safety, drinking and driving, domestic abuse and similar issues. All 4 stations have been involved in campaigns discouraging drinking and driving, especially during the holidays. WHBL routinely alerts listeners of consumer rip-offs and scams. One of the most recent involved an e-mail purportedly coming from a bank, that alerted the recipient to a problem with his/her bank account. The e-mail then asked the recipient to e-mail back social security and bank account numbers.

Music

- Do your stations provide on-air opportunities for local artists, either periodically or on a regular basis? Periodically give examples. We do provide airtime for interviews and or local events featuring local artists. WHBZ's website maintains a page specifically for local artists with links to their site.
- What percentage of your music programming is generated locally? 100%
- Do your stations research the market to determine the type of music they want to hear locally? Yes Give examples. We had a strategic Audience Research report done in November of 2001 by Mark Kassof & Co. and from 2004-2007 used Troy Research for music testing on WHBZ.

Station Participation in Community Activities

- Give examples of your stations support and involvement with non-profit and charity initiatives. All 4 stations are involved every year with the Salvation Army, including promoting and getting involved in the red kettle bellringing campaign. Cluster personalities go to various locations around the city and ring the bells. All 4 stations interview, weekly, the director of the Sheboygan County Humane Society, to encourage listeners to adopt their animals or to donate cash or other items the organization needs. WHBL heavily promotes Red Cross blood drives taking place in the area. The Cluster heavily promotes the biggest fundraiser for the Sheboygan County Meals on Wheels organization - Love Bowls. We interview, on-air, the director of that organization and also run PSA's promoting their event. The Cluster also helped raise funds to purchase a drug dog for the Sheboygan County Sheriff's Department WHBL also promoted the girl scout cookie sale and the fact that they would send boxes of cookies overseas to troops

serving in the military in Korea. The Cluster spends a lot of time promoting the 4th of July activities that the City puts on. WXER partners up with Walk America yearly, WHBZ teams up with Big Brothers Big Sisters program as well as the Sheboygan Jaycees.

- Provide examples of how your stations promote causes not tied to a particular organization, such as health screenings, free vaccinations, nutritional advice, community fundraisers, blood drives, disaster relief efforts, etc. WHBL heavily promotes area blood drives, all 4 stations announce most brat fry fundraisers, WHBL announces bake sales and benefit dances for various organizations by way of on-air interviews and public service announcements. WHBL has, over the years, helped out with relief efforts for hurricane victims, most notably victims of Hurricane Katrina by broadcasting live from a local mall. We invited listeners to donate new toys for Christmas to be sent to children who were victims of Hurricane Katrina. Through our efforts, we helped load a semi-trailer with toys. WBFM is partners with Senior Lifestyles Health Fair. We are providing them an interview with the morning show to discuss this event as well as providing them with an emcee for the afternoon.

APPENDIX V

Market Served: Holland/Saugatuck, Michigan

Call Letters: WHTC-AM/WYVN-FM

Date: 3-6-08 Prepared By: Brent Alan PD WHTC/WYVN, Gary Stevens
News Director WHTC/WYVN

Address: 87 Central Ave. City: Holland

State: MI Zip Code: 49423

Phone Number: (616) 392-3121 Contact E-Mail: brent@whtc.com

Local News

- Provide details on your stations investment in local news. WHTC carries locally-produced newscasts hourly Monday through Saturday mornings and afternoon, with Gary Stevens and John McNeill anchoring. WYVN carries locally-produced newscasts hourly Monday through Friday mornings, with Gary Stevens anchoring.
- How many local newscasts are aired per week? WHTC carries 89 locally-produced newscasts per week; WYVN carries 20 such newscasts per week.
- Do you allow on-air time for breaking news and local emergency information? Yes give examples. Train crash involving Holland area passengers in Chicago last December; Municipal election results last November; Sudden closing of popular Holland restaurant last Labor Day.
- Give examples of how your website is used to enhance local news coverage. All locally-produced stories on air are uploaded onto both of our websites, including sound bites and photos. Examples include election results, with comments from candidates, along with photos of fires and crashes when available.

Local Public Affairs

- Describe all daily or weekly programs devoted to local public affairs, local politics, community activities, and similar issues including the length of such

programs. WHTC carries a weekday morning program, "Talk of the Town," with various guests from the political, civic and commercial spectrums taking phone calls from listeners on a variety of topics. WYVN has a Thursday morning "Conversation with Pete," a weekly interview segment with Holland Congressman Pete Hoekstra on issues of national and international interest from the ranking Republican on the House Intelligence Committee. Both stations carry a public-affairs program, "Perspectives," every Sunday morning, when a topic or topics of interest from the preceeding week is spotlighted, with interviews with key figures involved in those topic(s). Here is an example. PERSPECTIVES 1/7/07 GRANHOLM/GERALD FORD IS BURIED

- GOOD MORNING, AND WELCOME TO PERSPECTIVES, A PUBLIC AFFAIRS PROGRAM PRODUCED BY MIDWEST COMMUNICATIONS OF HOLLAND. I'M NEWS DIRECTOR GARY STEVENS.
- THE NATION SAID GOODBYE TO GERALD FORD THIS WEEK.
- THE 38TH PRESIDENT OF THE UNITED STATES, WHO DIED AT HIS CALIFORNIA HOME ON DECEMBER 26TH AT THE AGE OF 93, WAS LAID TO REST ON THE GROUNDS OF HIS PRESIDENTIAL MUSEUM IN GRAND RAPIDS LAST WEDNESDAY. IT ENDED A SIX-DAY NATIONAL PERIOD OF MOURNING, WITH SPECIAL COMMEMORATIONS IN CALIFORNIA, WASHINGTON AND THE CALDER CITY.
- GOVERNOR JENNIFER GRANHOLM SPOKE FOR THE PEOPLE OF MICHIGAN WHEN FORD CAME BACK TO HIS HOMETOWN FOR THE FINAL TIME.
- MEANWHILE, THE HOLIDAY SHOPPING SEASON ENDED LAST WEEK AS WELL, AND AS MIMI FRITZ OF THE PRINCIPAL SHOPPING DISTRICT EXPLAIN, IT WAS APPARENTLY A GOOD PERIOD FOR DOWNTOWN HOLLAND RETAILERS.
- IRONICALLY, OFFICIALS OF THE PARENT COMPANY FOR THE PIETRO'S RESTRAURANT CHAIN CLOSED ITS DOWNTOWN HOLLAND LOCATION LAST WEEK, HOURS AFTER THAT INTERVIEW WITH MIMI FRITZ.
- AND THAT'S PERSPECTIVES FOR THIS WEEK; I'M GARY STEVENS. THANK YOU FOR JOINING ME, AND LISTEN AGAIN NEXT WEEK AT THIS TIME FOR MORE PERSPECTIVES.
- TIME: 11:10
- Are there regularly scheduled segments on local public affairs included in your local newscasts? No Give examples. Local public affairs issues are included in

newscasts based on immediacy in terms of time and interest. There is no specific effort to include a "community spotlight" as such in newscasts.

Creating or Selecting Programming

- Describe your stations efforts and practices for determining the types of programming you air. *For example, do you have an open door policy, accept and review e-mailed suggestions, conduct polls of your local audience, perform auditorium tests of various programming?* Our Holland stations have plenty of interaction with our listeners. We have open line talk shows daily, "Talk of The Town" in the morning and "On the Radio" in the afternoon. We also have a daily "Question of the Day" on our websites where listeners can feedback on topical issues. We also run promos asking for listeners to call or e-mail with their comments.
- Preemptions: *Provide any examples when your station preempted network programming in order to air other programming of more interest to your local community, such as local political debates or local sporting events.* The majority of our daily programming is "local". WHTC pre-empted CBS news with breaking news about an Amtrak train accident that occurred. The train had just left Holland a couple hours before and several Holland residents were onboard... We also pre-empted programming with news of a tanker rollover accident just North of Holland. We also pre-empt our evening network programming to carry local high school and college sports. WHTC and WYVN do this 8-9 months per year.

Emergency Programming

- Describe any live and/or on-the-scene coverage of emergencies, weather, traffic, crime and similar events, including any positive impact of your coverage on the local community. WHTC and WYVN will break into programming immediately during severe weather. We had several Severe Thunderstorm & Tornado outbreaks in the past year. Each time we were live on the air with National Service watches and warnings. We also provide 72 weather reports throughout the day on WHTC and 24 on WYVN so our listeners are aware of when conditions may be right for severe weather well before it hits our area.
- Describe your stations weather forecasting service. We use a combination of The National Weather Service and Digital Weather Man. We also monitor The Weather Channel during inclement weather.
- Do your stations participate in AMBER or EAS? Yes, both.

Political Programming

- Describe all candidate debates sponsored or aired. WHTC carried 2 debates in 2007 between the 3 local mayorial candidates. We also put the audio in it's entirety on our website so listeners could go there to listen again. We left the audio online until the elections. We also had other local & state political candidates on our talk shows throughout the political season.
- Do your stations offer candidates other types of free airtime? *Give examples, and include examples of candidates declining offers of free airtime.* We offer all candidates free airtime on our 3 local talk shows. Most, but not all, took advantage of this and came on WHTC during the political season.
- Are local political issues discussed, or candidates interviewed, during newscasts or public affairs programming on a regular basis? Yes,. We had complete coverage during the fall elections. Our local newscasts are filled with local election information. We break into network programming in the evening with local results.
- Do your stations cover local campaign and /or convention events? Our stations cover visits to our area from the President, who came here a few years ago, the vice-President last year, Congressional candidates etc. all the way down to our local city officials.
- Describe your stations participation in promoting voter registration drives. Both our Holland stations carry PSA's from national organizations encouraging voting registration. We also run PSA's from local organizations like The League of Women Voters that encourage voting registration.
- Give examples of how your websites are used to enhance political coverage. Our websites both have complete national, state & local news sections. We also post audio from politicians and candidates throughout the year.

Civic, Cultural and Other Community-Responsive Programming

- Please list examples of programming targeted to raise funds for local charity organizations. WHTC & WYVN donate free airtime and sponsor throughout the year the following charitable events. Walk For Warmth, Coats For Kids, Toys For Tots, March Of Dimes Walk, Center For Women in Transition events, Alzheimers Walk, Breast Cancer Awareness Walk, Boys & Girls Club, Rotary Club, local fish and game clubs. Holland Civic Theatre, Holland Museum, Taste of Holland and Holland Hospital.

- Describe any coverage of local events, such as local sports, fairs, holiday events, local theater, and fire or police outreach events. We cover a multitude of local events. Our stations participate and cover Tulip Time, Ottawa County Fair, high school football, basketball, baseball and other events such as local college sports. We also participate in the Holland Fire Parade, St. Patrick's Day parade, 3 Tulip Time parades, 2 Christmas parades, Light The Night and the parade of BIG trucks. We also air several of these parades live on WHTC.
- Please list the number of Public Service Announcements aired per week. Approx. 400 per week on our Holland stations. WHTC also carries environmental specific PSA during our evening and overnight network programming.
- Please list examples of your Public Service outreach in the community. WHTC carries a local Hispanic program, Algeria Latina, which has been on the air for 45 years! The 6 hour weekly show is filled with music and public service information for our local Hispanic community. WHTC & WYVN personalities are in the community and invite the community to visit us. We are in the school several times weekly during the school year recording classes reciting the Pledge of Allegiance. We also read to local classes in their schools year round. We conduct tours of our stations almost weekly for local Boy & Girl Scout troops. We also have local schools visit our studios on a regular basis, giving tours and explaining how radio works, jobs in radio and the importance of staying in school. Our personalities also speak to various civic groups and we also offer intern opportunities throughout the year.
- Please list your stations coverage of important issues affecting the local community, such as consumer rip-off's, smoking and other health hazards, safety, drinking and driving, domestic abuse and similar issues. WHTC & WYVN carry a weekly 12 minute Public Service program "Perspectives" This public affairs show concentrates on current topics. We have covered various consumer issues from credit card fraud to health issues such as recalls of a local meat product this past year. In our 3 daily farm market reports we also bring local and national information to our farmers.

Music

- Do your stations provide on-air opportunities for local artists, either periodically or on a regular basis? Yes give examples. We encourage local artists to bring in their music. On WHTC from time to time we do showcase a local artist's music as well as use their instrumental music for bumpers. We have a local Hispanic music program Sunday nights, for 45 years, that plays plenty of local music. Several local schools have sent us their jazz band CD's which from time to time we will play on the air. One of our air personalities was a judge for our local Lakeshore Idol contest this past year. We had several of the contestants on our morning show throughout the contest. The winner is performing at our local county fair in July at our broadcast location.

- What percentage of your music programming is generated locally? WHTC 100% /WYVN Satellite Fed
- Do your stations research the market to determine the type of music they want to hear locally? Yes Give examples. Midwest Communications, our parent company, has done market research in our area to survey what kind of music our community would like. Our music is a direct reflection of that research and the demographics of our listeners..

Station Participation in Community Activities

- Give examples of your stations support and involvement with non-profit and charity initiatives. WHTC & WYVN are involved with many local non-profits. This past year we were directly involved with the March of Dimes Jail for Bail lockup. We helped raise needed funds for M.O.D. in Ottawa & Allegan counties. WHTC & WYVN both have a weekly Pet of The Week segment which showcases pets that need adoption from our local Humane Society. We put the information & photo of the animal on our websites weekly as well. We air hundreds of PSA's throughout the week for non-profits such as blood drives and fund drives for ill listeners with no insurance, We get various requests every year for prize donations for various charitable events. We are always happy to donate these items.
- Provide examples of how your stations promote causes not tied to a particular organization, such as health screenings, free vaccinations, nutritional advice, community fundraisers, blood drives, disaster relief efforts, etc. WHTC has 3 local news/talk shows that run daily. Each of these shows is filled with local information. In the past year our shows have had guests promoting Ottawa County blood drives, Health screenings through our local hospitals Holland Hospital & Zeeland Community Hospital. Both are on our programs on a regular basis promoting blood pressure, cholesterol and other types of screenings available. We also regularly have missionary workers on who are going to other parts of the country to help in disaster relief. We offer free airtime for lost dog, cat, horse etc. Our shows also provide information on financial assistance, wills, trusts elder law and Social Security benefit issues.

APPENDIX VI

Market Served: Branch County, MI (Coldwater, Union City, Bronson, Quincy and surrounding areas)

Call Letters: WTVB

Date: 03/06/08 Prepared By: Heather Daniels, Program Director; Ken Delaney, Station Manager; Jim Whelan, News Director

Address: 182 N. Angola Rd City: Coldwater

State: MI Zip Code: 49036

Phone Number: (517)279-1590 Contact E-Mail: heather@wtvbam.com; news@wtvbam.com; delaney@wtvbam.com

Local News

- Provide details on your stations investment in local news. WTVB has a full-time News Director, a full-time Farm Director and two part-time news reporters based in Coldwater, as well as a 4 person regional staff covering regional and statewide news stories. Our news team continually monitors and follows breaking news and provides coverage of local political, economical, social, environmental, agri-business and educational happenings. We attend school board meetings, county government meetings, hospital meetings, and other public forums where community affairs are shaped. Furthermore, we have invested in a station vehicle equipped with remote broadcast equipment to provide live coverage at any local news event. Our news staff have access to ongoing educational seminars and training materials to continually improve the quality of local news broadcast on WTVB.
- How many local newscasts are aired per week? 66 local newscasts are aired each week.
- Do you allow on-air time for breaking news and local emergency information? yes give examples. WTVB prides itself on prompt response/coverage of any event of local significance. All air staff is trained on emergency weather response procedures and four staff members are officially trained as Storm Spotters.

During severe thunderstorm and tornado warnings, live reports are aired every 5 minutes for as long as the conditions warrant. Our News Director provides live "from the field" reports, following the storms and giving emergency instructions on taking shelter to the communities in the path of the storms. During severe winter weather, the WTVB air staff and news department track the ice and snow, updating listeners on any dangerous road/travel conditions and area closings/cancellations in our AM 1590 Snow Watch Reports. For example, one evening in July 2007, three tornados touched down in western Branch County. WTVB delivered the exact locations of the tornadoes on the ground and gave instructions on taking emergency shelter and gave warnings to communities in the potential path of the tornadoes. As severe weather hits, WTVB also airs calls from listeners who describe the damage in their areas (i.e. downed power lines, blocked roads, flooding). In terms of breaking news, WTVB provides ongoing coverage of national and international headlines through ABC news updates. Stories covered in 2007 include the Virginia Tech Shootings, the Presidential Election Primaries, the War in Iraq, the Utah Mine Collapse, the California Wildfires, the assassination of Pakistani Prime Minister Benazir Bhutto, and International Testing/Response to Lead Levels in Chinese-Produced Toys. Locally, Amber Alerts, hazardous material spills, EAS alerts, and alerts from local authorities are always aired. Examples of breaking local stories aired on WTVB included: The crash of 2 small planes in Branch County; a large fire that destroyed an area farm and killed several 4-H animals; the release of Jack Kavorkian from the Coldwater Lakeland Correctional Facility; and the resignation of the local Director of Emergency Services.

- Give examples of how your website is used to enhance local news coverage. All local news and sports stories are posted on the station website and updated each weekday. On-air news stories many times refer listeners to the website for additional information, telephone numbers, and even photos from the news scene.

Local Public Affairs

- Describe all daily or weekly programs devoted to local public affairs, local politics, community activities, and similar issues including the length of such programs. WTVB also airs a weekday morning talk show, with numerous on-air interviews covering issues of local concern. We routinely talk with the Commission On Aging, the Branch Area Chamber of Commerce, State Representative Bruce Caswell and State Senator Cameron Brown, US Congressman Tim Walberg, County Administrator Bud Norman, Coldwater City Mayor Gene Wallace, the Branch County Road Commission, all schools (public, private and religious), MSU Extension and Conservation Office, the Community Health Center of Branch County, the Great Start Collaborative, the Branch Area Food Pantry, the Downtown Business Association and the Downtown Development Authority, and the Branch County Economic Growth Alliance.

- Local economic and small business issues are equally covered in our AM 1590 Business Beat, a 2-4 minute featuring airing four times a day, each weekday.
- WTVB airs a 2-minute feature entitled "Weekend Focus" a total of 12 times each weekend. The program, hosted and produced by News Director Jim Whelan, covers a wide variety of local, topical and contemporary issues. These are the topics covered during the Fourth Quarter of 2007:
 - Issue Prison, Jail and Legal Issues in Branch County
 - Title Focus on Branch County
 - Description Interview with Branch County Sheriff Warren Canon on the recent release of prisoners because of jail overcrowding
 - Time WTVB - 6:20 am, Saturday WNWN 6 am Sunday
 - Date 10/6-10/7/07
 - Duration 2 minutes
- Issue Health and Safety Concerns In Branch County
 - Title Focus on Branch County
 - Description Interview with Dr Matthew Davis on the importance of flu shots and Dr Eric Good on deer hunters with health problems
 - Time WTVB - 6:20 am, Saturday WNWN 6 am Sunday
 - Date 10/13-10/14/07
 - Duration 2 minutes
- Issue Miscellaneous
 - Title Focus on Branch County
 - Description Interview with Meteorologist Ben Shott on what is ahead weather wise for fall
 - Time WTVB - 6:20 am, Saturday WNWN 6 am Sunday
 - Date 10/30-10/21
 - Duration 2 minutes
- Issue Health and Safety Concerns In Branch County
 - Title Focus on Branch County
 - Description Interview with John Robinson of the Health Department on MERSA, its symptoms that people should know.
 - Time WTVB - 6:20 am, Saturday WNWN 6 am Sunday
 - Date 10/27-10/28/08
 - Duration 2 minutes
- Issue Health and Safety Concerns In Branch County
 - Title Focus on Branch County
 - Description Details of the farm chemical spill in Branch County and the response and training that allowed quick action
 - Time WTVB - 6:20 am, Saturday WNWN 6 am Sunday

- Date 11/3-11/4/07
 - Duration 2 minutes
-
- Issue Economy Issues In Branch County
 - Title Focus on Branch County
 - Description Interview with Branch County Animal Control Officer Ernie Baker and recent legislation signed into law establishing an Animal Welfare Fund
 - Time WTVB - 6:20 am, Saturday WNWN 6 am Sunday
 - Date 11/10/11/11/07
 - Duration 2 minutes
-
- Issue Health and Safety Concerns In Branch County
 - Title Focus on Branch County
 - Description Interview with Helene Racey of the Community Health Center on a pilot program to help prepare men for fatherhood.
 - Time WTVB - 6:20 am, Saturday WNWN 6 am Sunday
 - Date 11/17-11/18/07
 - Duration 2 minutes
-
- Issue Prison, Jail and Legal Issues in Branch County
 - Title Focus on Branch County
 - Description Senator Cameron Brown on legislation enact stiffer penalties for the theft of copper wire and scrap metal
 - Time WTVB - 6:20 am, Saturday WNWN 6 am Sunday
 - Date 11/24-11/25/07
 - Duration 2 minutes
-
- Issue Economy Issues In Branch County
 - Title Focus on Branch County
 - Description Interview with Martha Bartlett, Director of the Branch Interfaith Hospitality Network on the needs of the homeless during the cold weather
 - Time WTVB - 6:20 am, Saturday WNWN 6 am Sunday
 - Date 12/1-12/2/07
 - Duration 2 minutes
-
- Issue Health and Safety Concerns In Branch County
 - Title Focus on Branch County
 - Description Interview with Dr Sharon Swindell on the recent recall of toys and other items because of safety concerns.
 - Time WTVB - 6:20 am, Saturday WNWN 6 am Sunday
 - Date 12/8-12/9/07
 - Duration 2 minutes

- Issue Health and Safety Issues in Branch County
 - Title Focus on Branch County
 - Description Interview with John Robertson of the Tri County Health Department on the arrival of the flu in Branch County
 - Time WTVB - 6:20 am, Saturday WNWN 6 am Sunday
 - Date 12/15-12/16/07
 - Duration 2 minutes
-
- Issue Health and Safety Issues in Branch County
 - Title Focus on Branch County
 - Description Interview with Elizabeth Penniman, a registered dietitian on making through the holidays without gaining excessive weight
 - Time WTVB - 6:20 am, Saturday WNWN 6 am Sunday
 - Date 12/22-12/23/07
 - Duration 2 minutes
-
- Issue Health and Safety Issues in Branch County
 - Title Focus on Branch County
 - Description Focus on exercise and nutrition during the holidays
 - Time WTVB - 6:20 am, Saturday WNWN 6 am Sunday
 - Date 12/29-12/30/07
 - Duration 2 minutes
-
- Are there regularly scheduled segments on local public affairs included in your local newscasts? yes give examples. WTVB provides regular coverage of city commission, school board, and county commission sessions, in addition to special sessions. We also have regular input in our newscasts from state and federal lawmakers on issues that impact local communities as well as their comments on pending and enacted legislation. Examples of covered by WTVB in 2007 include: Improvements to the soccer fields and public restrooms at Heritage Park; cable television and waste water treatment rate increases enacted by the Coldwater Board of Public Utilities; public hearings on the hiring of a new Superintendent of Coldwater Schools and the privatization of school custodial services.

Creating or Selecting Programming

- Describe your stations efforts and practices for determining the types of programming you air. *For example, do you have an open door policy, accept and review e-mailed suggestions, conduct polls of your local audience, perform auditorium tests of various programming?* WTVB maintains an open door policy for programming suggestions. Our website contains a "Feedback" link that goes directly to our Station Manager. When making presentations to community groups and at events like our yearly Cooking Schools, we distribute a survey asking for feedback on the radio station's programming and

personalities. Listeners are encouraged to email, write, or call WTVB with all comments, questions and concerns. Such correspondence is always responded to by station management.

- Preemptions: *Provide any examples when your station preempted network programming in order to air other programming of more interest to your local community, such as local political debates or local sporting events.* Because of WTVB's very large commitment to local high school sports coverage, we regularly preempt network music programming to broadcast these events. Our broadcast schedule includes coverage of all Coldwater High School Football games, all Coldwater High School Boy's Basketball games, and selected Coldwater High School Girl's Volleyball, Boy's Baseball, and Girl's Softball games. We also broadcast selected Boy's Football, Girl's Volleyball, and Boy's and Girl's Basketball post-season tournament games for other Branch County schools. During the much-contested election for County Probate Judge, WTVB pre-empted an hour of network programming to air an exclusive debate between the two candidates running for Probate Judge.

Emergency Programming

- Describe any live and/or on-the-scene coverage of emergencies, weather, traffic, crime and similar events, including any positive impact of your coverage on the local community. During any severe weather warning, WTVB provides wall-to-wall weather coverage, with on-air personalities relaying information and coordinating with the reporter in-the-field, emergency weather spotters, and local law enforcement personnel. In addition, a local Health Department official was interviewed in a newscast regarding the low numbers of people taking advantage of area flu shots clinics. The official sent an e-mail a few days later saying that after the interview, there was a very large uptick in the calls they received and most of the callers said they heard it on the radio. Also, the Community Health Center of Branch County received a special grant to provide free mammograms to uninsured or underinsured women in the county. WTVB assisted the CHC with disseminating this information to the public through interviews, public service announcements, and website postings. As a result, the CHC was able to provide hundreds of women with free mammograms in 2007.
- Describe your stations weather forecasting service. The primary source of weather information is the National Weather Service, with the forecasts presented on-air thru the Virtual Weatherman system. Additional information is gleaned from Accu-Weather and local weather spotters. All studios have access to NOAA weather reports, the Weather Channel, and internet radar services.
- Do your stations participate in AMBER or EAS? We broadcast AMBER alert messages that pertain to our area and also participate in the EAS system with weekly and monthly tests, as well as rebroadcasting EAS alerts.

Political Programming

- Describe all candidate debates sponsored or aired. Kirk Kashian vs Fred Wood debate for Branch County Probate Judge.
- Do your stations offer candidates other types of free airtime? *Give examples, and include examples of candidates declining offers of free airtime.* no
- Are local political issues discussed, or candidates interviewed, during newscasts or public affairs programming on a regular basis? Local political issues and candidates are covered during our regularly scheduled local newscasts, with national candidates covered in newscasts aired from ABC Radio News. State Senator Cameron Brown and State Representative Bruce Caswell are interviewed weekly on current political issues. These interviews air on Monday morning at 7:25 AM. We also interview Coldwater City Mayor Gene Wallace and Branch County Administrator Bud Norman at the end of each quarter. These interviews air live during our weekday morning show.
- Do your stations cover local campaign and /or convention events? Our local newscasts provide recaps of notable events happening at local Republican and Democrat Party meetings and conventions. We provide free public service announcements for upcoming party meetings. Campaign announcements for local candidates are also covered in our newscasts
- Describe your stations participation in promoting voter registration drives. We assisted the Branch County Republican Party in producing commercials that aired prior to the January 15, 2008 Presidential Primary, encouraging voter turnout.
- Give examples of how your websites are used to enhance political coverage. n/a

Civic, Cultural and Other Community-Responsive Programming

- Please list examples of programming targeted to raise funds for local charity organizations. WTVB proudly hosts two major fundraising events each year. Each February, Station Manager Ken Delaney walks across Branch County, covering over 19 miles to raise funds for the Community Action Agency's 'Walk For Warmth.' In the 13 years his "Walk Across Branch County" has raised over \$39,000 to keep Branch County families warm. The second major fundraiser is our U of M/MSU Food Challenge held annually on the weekend of the football game between the University of Michigan and Michigan State University. WTVB listeners "vote" for their favorite team by filling pickup trucks with non-perishable food items and cash. At the end of the challenge, the team with the most "votes" is declared the winner, and all monies and food donations are given to the Branch Area Food Pantry.

- Describe any coverage of local events, such as local sports, fairs, holiday events, local theater, and fire or police outreach events. WTVB broadcasts all Coldwater High School Football games, all Coldwater High School Boy's Basketball games, and selected Coldwater High School Girl's Volleyball, Boy's Baseball, and Girl's Softball games. We also broadcast selected Boy's Football, Girl's Volleyball, and Boy's and Girl's Basketball post-season tournament games for other Branch County schools. We also carry Western Michigan University men's basketball and hockey. We devote an entire week of on-site broadcasts at the Branch County 4-H Fair with our Farm Director providing in-depth interviews with local agri-business stakeholders. Our proudly support the Coldwater Firefighter Combat Challenge Team and Branch County Fire Safety Day. During Fire Safety Day 2007, Program Director Heather Daniels broadcast live while being extricated from a wrecked vehicle with the jaws of life, all to promote seatbelt safety and cautious driving, as well as demonstrate the lifesaving skills of local firefighters. Each Friday before Daylight Savings Day, the local Fire Marshall joins the morning show for a live discussion on the importance of smoke and carbon monoxide detectors, home fire prevention, and proper handling of flammable household materials. Our weekly Tibbits Talk promotes all theatrical and musical productions held at Tibbits Opera House including the Roots to Rock Concert, Tibbits Summer Theater, Tibbits Young Audiences, Branch County Community Theater, Popcorn Theater and the Tibbits Entertainment Series. High school drama classes are invited to perform segments of upcoming plays during the morning show. WTVB gives away tickets to all of the above events. WTVB also promotes all community holiday events with on-site broadcasts at Memorial Day Festivities and area holiday parades.
- Please list the number of Public Service Announcements aired per week. 70
- Please list examples of your Public Service outreach in the community. Program Director Heather Daniels donates her time to the Branch County Child Abuse Prevention and Awareness Council and emcees their annual benefit fashion show and silent auction. She is also a volunteer with the Branch Area Food Pantry and Big Brothers Big Sisters. Station Manager Ken Delaney heads the Branch County Republican Party and volunteers with Tibbits Opera House and the Knights of Columbus; News Director Jim Whelan is a long-time member of the Coldwater Noon Rotary. WTVB personally visits all area elementary, middle and high schools - public, private and religious - to read to students, interview principals, and present broadcasting career information. We frequently host tours of our station facilities for home school students, boy and girl scouts, and special classrooms. WTVB also welcomes several interns each year.
- Please list your stations coverage of important issues affecting the local community, such as consumer rip-off's, smoking and other health hazards, safety, drinking and driving, domestic abuse and similar issues. WTVB covers many important issues impacting our community with our Weekend Focus feature. Recent issues covered include jail overcrowding, the MERSA virus and toy

recalls. WTVB regularly interviews the American Cancer Society for the Great American Smoke-Out, The STARS Substance Abuse and Referral Services program, the local fire departments for the prevention of fires, and the Commission on Aging for any threats posed to seniors (identity theft, perscription drug scams, etc).

Music

- Do your stations provide on-air opportunities for local artists, either periodically or on a regular basis? Yes give examples. WTVB airs weekly interviews with Tibbits Opera House, the main community center for the performing arts. Guest performers, musicians, actors, artists and bands are invited to participate in the interviews and display samples of their music and talent, either live or on CD. International, national, state, and local artists are all featured on the show. Local artists have included "20/20", "The Delbert Walling Trio", Michigan-Native Jeff Daniels, "Remembering Yesterday" and the annual winner of the Tibbits Teen Talent Show. Each summer, WTVB sponsors Entertainment Under the Stars, with local musicians performing outdoor concerts during July and August. The featured artists are invited to join the morning show to preview the concert and display samples of their music, either live or on CD. Local barbershop quartets and the Sweet Adelines provide on-air serenades during Valentine's Day and to promote their concerts.
- What percentage of your music programming is generated locally? Outside of special morning drive interviews, WTVB music is provided by Dial Global.
- Do your stations research the market to determine the type of music they want to hear locally? no Give examples.

Station Participation in Community Activities

- Give examples of your stations support and involvement with non-profit and charity initiatives. WTVB strives to embody its mission of being "The Voice Of Branch County" with year-round commitment to local non-profit and charity initiatives. Free 30-second public service announcements are offered to all non-profits and charities. which air 7 days a week and are also posted on the station website. As non-profit events are held in the community, WTVB donates airtime for interviews, on-site live broadcasts, station merchandise and prizes with all proceeds benefitting the non-profit organization or charity initiative. Some of the charity events we promoted and/or sponsored during 2007 include: The Big Brothers Big Sisters Bowl-A-Thon; Operation Christmas Child; Branch County Community Theater; Branch Area Food Pantry Thanksgiving and Christmas Basket Drives; Knights of Columbus; Sunrise Rotary and Noon Rotary; Branch County Community Band; Community Health Center Foundation educational seminars and health initiaves; Great Hospice Duck Race; Branch Interfaith Hospitality Network; Coldwater Band Boosters; US-12 Heritage Trail; Branch

County Tourism Bureau; International Fund for Animal Welfare; Girls on the Run physical fitness program; Beginnings Care for Life Center 2007 LifeWalk and Benefit Concert; Relay for Life; Coldwater Firefighters Combat Challenge Team; Glowing Embers Girl Scout Council; Altrusa International; Youth For Christ Circle of Friends Campaign; Branch County Conservation District Fall Watershed Tour; Tibbits Young Audiences theatrical productions; Tibbits Opera House Summer and Popcorn Theater; Humane Society Bowl-A-Thon and Cruise-In fundraisers; Big Brothers Big Sisters Golf Outing; Branch County Veterans Fair; Branch County 4-H Fair; Habitat For Humanity "Hoofin It For Habitat"; Older American Health Fair; Coldwater Jaycees Easter Egg Hunt and Miss-ter Coldwater Pageant.

WTVB proudly broadcasts live at several non-profit and charitable events including Farmer's Day; The Older American Health Fair; Women's Health Fest; The Relay For Life; Bronson Polish Fest; Applefest; Strawberry Fest; Icefest; Union City Heritage Days; Quincy's Day at the Park; the Great Hospice Duck Race; and area holiday parades.

- Provide examples of how your stations promote causes not tied to a particular organization, such as health screenings, free vaccinations, nutritional advice, community fundraisers, blood drives, disaster relief efforts, etc. WTVB regularly informs the public of area Red Cross Blood Drives, either in newscasts or public service announcements. We interview the local MSU Extension Office weekly on topics related to health and nutrition such as finding good sources of fiber, reducing transfat intake, and introducing children to healthy cooking. As health screenings and educational clinics are held, WTVB donates airtime to the organizers to promote the event through both interviews, live mentions and public service announcements (on-air and website). For example, the WTVB morning show promotes a weekly agenda of events at the local senior center where grief support groups, diabetes screenings, free blood sugar checks, and free hearing aid cleanings are often held for the public. We also carry many health-related news stories in our daily newscasts, such as the outbreak of influenza despite local flu vaccine initiatives.

APPENDIX VII

Market Served: Calhoun, Branch and Kalamazoo Counties

Call Letters: WNWN-FM

Date: 03/04/08

Prepared By: Pj Lacey

Address: 25 W. Michigan Ave., 4th floor Heritage Tower

City: Battle Creek

State: MI

Zip Code: 49017

Phone Number: 269-968-1991

Contact E-Mail: pjlacey@mwcradio.com

Local News

- Provide details on your stations investment in local news. WNWN has a News Director and a 3 person news staff covering Southwest Michigan city and county meetings, political, fire and police information.
- How many local newscasts are aired per week? 50
- Do you allow on-air time for breaking news and local emergency information? Yes give examples. Central High went into a lock down and it was on WNWN immediately. There were two small plane crashes in Branch County in 2007 and we aired live reports from the scene. Traffic accidents and I-94 closures are also instantly aired so local travelers can find alternative routes.
- Give examples of how your website is used to enhance local news coverage. Local news is updated throughout the morning on wincountry.com and when news breaks out. Listeners can also get school delays, updates, and cancellations on our web site.

Local Public Affairs

- Describe all daily or weekly programs devoted to local public affairs, local politics, community activities, and similar issues including the length of such programs. Our weekend focus is over 2 minutes covering a wide variety of local,

topical and contemporary issues. WNWN showcases church benefits, and live music weekly during Hymntime country style for 4 hours on Sunday. Thirty minutes weekly is devoted to military families. We also honor service men and women daily at 6:00am and noon with the star spangled banner salute.

- Are there regularly scheduled segments on local public affairs included in your local newscasts? Yes Give examples. In as much that we provide coverage of city commission, school board, county commission sessions when they meet in regular session as well as special sessions. We also have regular input in our newscasts from state and federal lawmakers on issues that impact local communities as well as their comments on pending and enacted legislation.

Creating or Selecting Programming

- Describe your stations efforts and practices for determining the types of programming you air. *For example, do you have an open door policy, accept and review e-mailed suggestions, conduct polls of your local audience, perform auditorium tests of various programming?* WNWN-fm does a bi-weekly music survey with perceptual questions and a comment section. Our e-mail addresses are available on the web-site, e-mails are encouraged and reviewed.
- Preemptions: *Provide any examples when your station preempted network programming in order to air other programming of more interest to your local community, such as local political debates or local sporting events.*

Emergency Programming

- Describe any live and/or on-the-scene coverage of emergencies, weather, traffic, crime and similar events, including any positive impact of your coverage on the local community. Thunderstorm and Tornado watches and warnings are frequent, we interrupt programming to air them.
- Describe your stations weather forecasting service. Accuweather is our main service, we also use Noaa radar.
- Do your stations participate in AMBER or EAS? Both

Political Programming

- Describe all candidate debates sponsored or aired.
- Do your stations offer candidates other types of free airtime? *Give examples, and include examples of candidates declining offers of free airtime.* WNWN does not offer free time except what is included in news casts.

- Are local political issues discussed, or candidates interviewed, during newscasts or public affairs programming on a regular basis? yes, issues are covered in regular newscasts
- Do your stations cover local campaign and /or convention events?
- Describe your stations participation in promoting voter registration drives. The morning of the election, we broadcast from the vicinity to encourage participation.
- Give examples of how your websites are used to enhance political coverage. News stories cover the candidates, issues, and voting information.

Civic, Cultural and Other Community-Responsive Programming

- Please list examples of programming targeted to raise funds for local charity organizations. The Diabetes and American heart association walks drove entries and donations. WNWN-fm raised over \$100,000 in February for the St. Jude Childrens research hospital. Our 2nd annual golf outing with SPCA raised over \$21,000 for their general operating fund. The Cheetah Chase at Binder Park Zoo had 921 registrations for this first time event. Funds raised support the conservation initiatives that the Zoo is invested in, serving over 60,000 people annually in 30 different types of formal education programs and conservation of wildlife and natural habitats on five continents. We work with the food bank for an annual drive. The station also provides concert tickets and c.d.'s for the community inclusive recreation charities silent auction.
- Describe any coverage of local events, such as local sports, fairs, holiday events, local theater, and fire or police outreach events. We heavily pre-promote Battle Creeks Cereal Festival, Taste of Battle Creek, and Taste of Kalamazoo, Marshall Christmas parade, Battle Creek Christmas & Cereal Festival parades, Battle Creek air show and balloon festival, international festival of lights. Broadcasting from County fairs including: Branch, Calhoun, Kalamazoo, Jackson, Van Buren, Hillsdale, and St. Joseph. WNWN-fm is always a big part of the Coldwater Strawberry Festival and promoting community events like Bronson's Polish Festival, Tekonsha's Bean day Festival, and the Quincy tip-up. This was the 10th year I've served on the Cereal Festival Committee with the Battle Creek Chamber. We are responsible for organizing the event, recruiting volunteers, and raising funds for this annual community event.
- Please list the number of Public Service Announcements aired per week. 25
- Please list examples of your Public Service outreach in the community. An apartment fire displaced several families and we created an account and conducted a clothing drive. The Hagenbuch triplets benefit for their mother who died giving birth. The Haven promotes their charity events and visits us in the

studio to promote activities. I met with the Red Cross and we organized our portion of sponsoring the "Ride for the Red" poker run. Public Service announcements are encouraged via e-mail, fax or mail. We promoted Safe Haven and their efforts for shelter and food drives. Two families lost their homes to fire, we worked with the red cross and did on-air drives to resupply their new homes.

- Please list your stations coverage of important issues affecting the local community, such as consumer rip-off's, smoking and other health hazards, safety, drinking and driving, domestic abuse and similar issues. Information on scams, food and toy recalls, drinking and driving and health issues are dealt with in local news casts and on Focus Programs .

Music

- Do your stations provide on-air opportunities for local artists, either periodically or on a regular basis? Yes, local bands come to our studio periodically. Give examples. The Bronc Brothers and Kyle Jennings played from the studio and promoted their new c.d.'s. Klue, Renee Meave, Los Bandits and other musicians performing locally promoted their music on-air. Hymntime Country Style has a live show twice a year for local artists.
- What percentage of your music programming is generated locally? Including our Sunday morning, Hymntime Country Style program, 5%.
- Do your stations research the market to determine the type of music they want to hear locally? A bi-weekly music test is a portion of the input we receive. Give examples. Troy Research.

Station Participation in Community Activities

- Give examples of your stations support and involvement with non-profit and charity initiatives.
- Provide examples of how your stations promote causes not tied to a particular organization, such as health screenings, free vaccinations, nutritional advice, community fundraisers, blood drives, disaster relief efforts, etc. I broadcast live from a health clinic doing the first flu shot live on the air. We were involved with the Calhoun County Fair fundraiser, and did a celebrity waiter event. In April, the food bank is supported with a Food Bank Sweep at a local grocery store to accrue non-perishables for their pantry.

APPENDIX VIII

Market Served: Hibbing, Virginia and Grand Rapids, MN

Call Letters: WUSZ, WTBX, KMFG, WNMT, WMFG-FM and WMFG-AM

Date: 3/6/2008 Prepared By: Scott Hanson WUSZ PD,
Doug Diedrich KMFG, WMFG-AM & FM PD,
Craig Holgate WTBX & WNMT PD.

Address: 807 West 37th Street City: Hibbing

State: MN Zip Code: 55746

Phone Number: 218-262-4545 Contact E-Mail: scott@radiousa.com,
doug@kmfgfm.com, craig@wtbx.com

Local News

- Provide details on your stations investment in local news. Local news stories of interest to our listeners are a priority in our newscasts. The Minnesota News Network and the Associated Press are utilized.
- How many local newscasts are aired per week? 150
- Do you allow on-air time for breaking news and local emergency information? Yes give examples. During a power outage, WUSZ and WNMT provided emergency information via a makeshift studio-transmitter link. Power was out at the studios but was on at the transmitters. We relayed information from Police and local officials about the power outage and what the public should do. Stations air Tornado warnings; highway closures due to accidents; School Closings due to weather or other reasons; safety information..
- Give examples of how your website is used to enhance local news coverage. Local School Cancellations are listed on all station websites. State, National & International News as well as Business, Health and Science and Technology news is available on our websites. Road Condition reports and Snowmobile & Ski trail reports are on all station websites. News from the Associated Press is updated

daily on the websites that can carry AP news. This would include local and state news as well as business, health science and technology news.

Local Public Affairs

- Describe all daily or weekly programs devoted to local public affairs, local politics, community activities, and similar issues including the length of such programs. WNMT and WMFG-AM air a daily one-hour program called "The Affair". Local guests are interviewed in studio or via telephone. Local guests discuss local issues. In the past year guests have included: members of the Minnesota St. Patrol appear once per month with information on public safety and traffic laws, Hibbing Mayor Rick Wolff once a month discusses issues involving the City of Hibbing, Dr. John Michaels once per month--issues of health for adults and children. Stan Tiekala once per month--outdoor issues. Dr. Shari once a week--raising healthy children. Local cookbook author Mona Abel, Mark Johnson from The MN Deer Hunters Assoc.--MN Deer Opener. Members of the Hibbing Fire Dept.--Fire Hall open house. Shannon--Field of Screams haunted tours. Mike Ricci--HCC theater. John Cook--Catfish days, Ron Pooleo--Hoyt Lakes Water Carnival, Tom Newstrom--MN Fishing Opener. Bettie Valley--St. Louis Co. Fair, Horse Expo. Lisa Vesel-Fairview Med. Center, Fit City. Michelle Severson--Hibbing Winter Frolic. Shelly Nowak--Range Women's Advocates.
- Are there regularly scheduled segments on local public affairs included in your local newscasts? yes give examples. We routinely inform listeners of upcoming public forums and meetings. Any public meeting we deem of interest to our audience is passed along.

Creating or Selecting Programming

- Describe your stations efforts and practices for determining the types of programming you air. *For example, do you have an open door policy, accept and review e-mailed suggestions, conduct polls of your local audience, perform auditorium tests of various programming?* We pride ourselves on communicating with our listeners. Listener suggestions are taken into consideration in determining our programming. E-mails, calls and letters are always responded to.
- Preemptions: *Provide any examples when your station preempted network programming in order to air other programming of more interest to your local community, such as local political debates or local sporting events.* Local high school sports are covered from August thru May on WMFG-FM and occasionally on WMFG-AM. Throughout the season we carry an average of 70 games. We preempt normal programming for High School sports coverage.

Emergency Programming

- Describe any live and/or on-the-scene coverage of emergencies, weather, traffic, crime and similar events, including any positive impact of your coverage on the local community. During a power outage WUSZ and WNMT provided emergency information via a makeshift studio-transmitter link. Power was out at the studios but was on at the transmitters. We relayed information from Police and local officials about the power outage and what the public should do. We received great feedback from listeners and city officials.
- Describe your stations weather forecasting service. Stations rely on the National Weather Service to provide forecasting information. Stations have internet in each studio so on-air talent have access to weather radar and can relay weather information on-air quickly.
- Do your stations participate in AMBER or EAS? yes

Political Programming

- Describe all candidate debates sponsored or aired. All candidates are invited on "The Affair" to discuss their campaigns and political issues.
- Do your stations offer candidates other types of free airtime? *Give examples, and include examples of candidates declining offers of free airtime.* no
- Are local political issues discussed, or candidates interviewed, during newscasts or public affairs programming on a regular basis? When political candidates appear on "The Affair", political issues are discussed.
- Do your stations cover local campaign and /or convention events? no
- Describe your stations participation in promoting voter registration drives. n/a
- Give examples of how your websites are used to enhance political coverage. n/a

Civic, Cultural and Other Community-Responsive Programming

- Please list examples of programming targeted to raise funds for local charity organizations. WUSZ held a Radiothon to raise funds for Gillette Children's Specialty Health Care on January 24th, 25th & 26th. Money raised stays in our community for Gillette Children's Hospital and their Outreach Clinic which serves Northern Minnesota. WUSZ's Scott Hanson was Guest Auctioneer for The Cherry Music Booster's (Cherry High School) fundraising auction on February 16th. On March 1st 2008, Scott Hanson (WUSZ) was MC for a fundraiser for Katie Kempa--a local woman who suffered a brain aneurism. All stations

provided promotional announcements for these events. We help promote the Hibbing Community College Theatrical productions. We cover an average of 70 local high school sports events during the school year. We attend two Job Fairs per year--one in the Hibbing Mall and one in the Virginia Mall (Up North Job Fair). We also participate in local community parades during their celebrations. We carry a Fishing Hints and Humor program on KMFG. It is one hour in length. This show coincides with the fishing opener; and it contains interviews with local guides, the local Dept of Natural Resources Officers and local fishing enthusiasts. We carry a Hunting Hints and Humor program on KMFG, also one hour in length. This coincides with the deer hunting opener. We interview area hunters, journalists and the local Dept of Natural Resources conservation officers. We have covered the Hibbing Little League Championship baseball games on WMFG-FM. We cover the Last Chance International Bonspiel. This is a huge curling event held at the Hibbing Curling Club. Teams from the U.S. and Canada compete. It runs for 5 days in April. We have two reports daily from the club and also a special wrap-up report on the Monday after the bonspiel. We also had the US Mens and Womens National Curling Championships this year at the Hibbing Curling Club. We interviewed local participants and had two reports a day throughout the tournament which ran from Feb.16 thru Feb 23. During May of each year, we have ten nights of Senior Nights on WMFG FM. Area High School students come in from 6p to 9p nightly and play their class's favorite songs, talk about their high school memories and talk about their plans for the future. Ten different high schools participate with a different school each evening. The schools include Cook, Eveleth/Gilbert, Mesabi East, Virginia, Chisholm, Hibbing, Greenway, Nashwauk/Keewatin, Mt. Iron/Buhl and Cherry. We maintain a huge presence at the St Louis County Fair with live broadcasts and staying at the booth to greet and chat with listeners (5 days in August). WMFG-AM also hosts the annual polka show at the fair which is broadcast from 11A to 2P. During the event, awards are handed out to the Male and Female Volunteers of the Year, which is issued by Arrowhead Economic Opportunity Agency. The polka show features local artist Joe Cvek.

- Describe any coverage of local events, such as local sports, fairs, holiday events, local theater, and fire or police outreach events. WUSZ and WTBX broadcast from the St. Louis County Fair each year in August. Local 4-H Youth are interviewed and many other Fair activities are promoted. WUSZ and WTBX broadcast annually from the Hibbing Fire Department Open House, as well as promoting the event for several weeks prior. This year's event was Saturday, October 6th 2007. Stations provide audition announcements and performance announcements for Northland Broadway Youth Theater. This is a youth theater for area children ages 8 to 15.
- Please list the number of Public Service Announcements aired per week. A minimum of 200 Public Service Announcements are aired per week on each station.

- Please list examples of your Public Service outreach in the community. Stations air "Community Watch" announcements. Local non-profit organizations are encouraged to submit announcements of their activities.
- Please list your stations coverage of important issues affecting the local community, such as consumer rip-off's, smoking and other health hazards, safety, drinking and driving, domestic abuse and similar issues. The Minnesota State Patrol officers are on WNMT and WMFG-AM at least once per month to discuss safety issues, road construction, drinking and driving laws and law changes.

Music

- Do your stations provide on-air opportunities for local artists, either periodically or on a regular basis? Yes give examples. WUSZ had local artist Brittany Lee in studio on December 27th. We played several of her songs and chatted about her music.
- What percentage of your music programming is generated locally? WUSZ-75%. We do air a syndicated show called AFTER MIDNIGHT (airs from Midnight to 6A). WTBX-100%. WMFG-FM, WMFG-AM and KMFG are satellite-delivered formats with local content inserted.
- Do your stations research the market to determine the type of music they want to hear locally? Yes Give examples. WUSZ and WTBX keeps track of music requested through our website and the studio request line. This information is considered when making decisions about our music. WMFG-FM and KMFG-We do promote all local music events and concerts.

Station Participation in Community Activities

- Give examples of your stations support and involvement with non-profit and charity initiatives. Stations promoted and/or sponsored these events in February 2008-- Men's/Women's USA National Curling Championships in Hibbing. Cherry Class of 2008 all-night Grad party fundraiser, American Association of University Woman's book sale in Hibbing, Northland Chapter of the American Red Cross CPR classes, Buck Lake Improvement Club breakfast fundraiser, Mesabi Safe Communities Safe and Sober Superbowl Sunday event, Saturday Night Country Live in Mt. Iron, Kinship Mentoring/Rotary Club Chili fundraiser in Grand Rapids, Challenge of Care-Alzheimers class at Virginia Regional Medical Center, Chisholm High School Close-up Burger Bash fundraiser, Itasca County Wellness & Lifestyle Expo @ Itasca Community College in Grand Rapids, Salvation Army Personal Budgeting Seminar in Hibbing, station tours for local schools and scout organizations.
- Provide examples of how your stations promote causes not tied to a particular organization, such as health screenings, free vaccinations, nutritional advice,

community fundraisers, blood drives, disaster relief efforts, etc. All stations provide promotional announcements for local fundraisers, blood drives and disaster relief efforts. Fundraisers for local people with health issues that require financial help are given lots of publicity.

APPENDIX IX

Market Served: Duluth Superior

Call Letters: KDAL-AM, KDAL-FM, WSDM-AM, WGEE-AM, KTCO-FM, KHQG-FM
(Formerly KRBR-FM)

Date: 03/07/08 Prepared By: Jack Lawson, Operations Manager; Bruce Ciskie PD WSDM-AM, WGEE-AM and APD KDAL-AM; Tim Roubik, PD KDAL-FM; Jayson Michaels, PD KTCO-FM

Address: 715 East Central Entrance City: Duluth

State: MN Zip Code: 55811

Phone Number: 218-722-4321 Contact E-Mail: jack@mwcradio.com

Comments regarding MB Docket No. 04-233

Local News

- *Provide details on your stations investment in local news.* Our news department consists of a staff of 1 full time and one part time news person. This small staff utilizes on air interviews on our local programming to supplement their extensive coverage of governmental meetings important to our listeners, conduct telephone interviews with sources to produce a “local angle” to coverage of issues that affect both the Duluth MN and the Superior WI communities. We subscribe to the Associated Press News Service as well as The Minnesota News Network, the Wisconsin News and Sports Networks and CBS and CNN to provide national and international breaking news service to our local communities.
- *How many local newscasts are aired per week?* There are 330 local newscasts aired per week.
- *Do you allow on-air time for breaking news and local emergency information?* Yes, extensive time is available and given to breaking news and local emergency information. *Give examples.* In March of 07 we provided exhaustive covered the blizzard that shut down the area. We suspended 6 hours of local programming to

provide “wall to wall” coverage of the storm and aired telephone interviews with listeners and with local authorities to provide vital information through the worst of the storm.

All stations regularly provide information regarding traffic conditions on the bridges that link these two communities and are affected by severe weather or traffic accidents. All stations also carry EAS and Amber Alert information.

- *Give examples of how your website is used to enhance local news coverage.* We provide some longer form versions of our stories on the websites. State and national news and links also appear on the websites to help our local communities stay up to date on the regional and national news that affects local health and pocketbook issues.

Local Public Affairs

- *Describe all daily or weekly programs devoted to local public affairs, local politics, community activities, and similar issues including the length of such programs.* KDAL-AM has 9 hours of local originated “news/talk” content produced daily Monday through Friday. This includes a morning talk show (5AM-10AM) that is involved in providing coverage for local events and charities, and a news/talk program (10AM-12PM) that uses telephone interaction with the audience to highlight and discuss local issues. There is also a locally originated night program that airs from 6PM-8PM. As an example of the types of topics and content that these shows covered in December of 2007:
- The Duluth School District, the DECC arena expansion project, Heritage Hockey Center progress, Salvation Army Bell Ringing Drive, Christmas Tree Sales and Christmas Trees in Minnesota, Record Breaking Temperatures in December and Snow Fall and how it affects businesses and people in the area, Christmas Shopping in Duluth or on the internet, the Cities unfunded Health Care Problems, The war in Iraq and it's effects on the Northland, Development problems in Duluth, The cost of government in Duluth and why different programs are getting cut and others are staying and the Promotion of the VFW Christmas Eve Dinner are just some of the subjects covered on the mid day show. The night talk show has had on most of the area High School and College Coach's on the show plus many sports figures from the Twin Cities and Minnesota professional Teams. He does the UMD Coaches show on Monday's and “Talkin' Twins” on Wednesday's. Each Week Mark Fleischer has on Bob Olen from the St. Louis County extension agency who takes phone calls on horticulture, Lou Campbell is on answering questions about antiques and collectables, and Rik Jordan has the Outdoor Frenzy each Friday where he talks to local experts on hunting, fishing, etc. Each month between 9am-10am we feature interviews with: School Board Superintendent Keith Dixon, the Duluth Superior Symphony, Gene Johnson from Tech Center answers computer questions, Scott from Daugherty Hardware, John Gilbert answers car questions. On the morning show they had interviews with the Fire

Chief, guy who claims DB Cooper lived in Matawa, and Senator Amy Klobucher is a regular guest. They did their annual Christmas gift wish list and Christmas recipes.

- WDSM has a locally originated talk show hosted by Lew Latto (9AM-11AM weekdays), that is telephone interactive and covered the following topic areas during the month of November 07:

Don Ness elected mayor of Duluth, defeating businessman Charlie Bell in general election; All City Council incumbents defeated in election (three ran for re-election); Voters send mixed messages in election, voting some pro-union candidates into office while also booting two union-endorsed incumbents; Voters approve referendums changing Duluth City Charter to allow more City Council oversight on administrative personnel; Clocks change back to standard time; Duluth Marshall wins boys' state Class A soccer title, becoming first area team to win state title in soccer; Four men die in accident at Superior well; Minnesota and Wisconsin gun deer seasons conducted with relatively good amount of safety and few deaths; IRS alerts people to e-mail scam targeting personal information; Funding for new storage facility at 148th Fighter Wing in Duluth attached to new military construction appropriations bill; Duluth libraries close one day per week because of staffing problems brought on by union hiring freeze; Spirit Mountain in Duluth starts snowmaking operations, then halts them because of mild weather before resuming in time for Snocross event Thanksgiving weekend; Popular Duluth Citizens Blog shuts down after mayoral election; Salvation Army bell ringing begins with increased calls for volunteer help; Suspected drunk driver hits MN State Patrol car in Duluth, no major injuries; Smoke out Day held on UMD campus; Christmas City of the North parade held in Duluth before large crowds in relatively mild weather; Douglas County awarded \$200,000 from Homeland Security to improve first responder emergency radio communications; Millions of Upper Midwest residents travel for Thanksgiving holiday, some in Minnesota faced with icy roads for travel; Man injured and pets killed in Duluth house fire; New book by local author details story of NFL's Duluth Eskimos, a franchise in the 1920s; Duluth Mayor Herb Bergson vetoes resolution that would have eliminated city funding for the Housing Investment Fund; Thousands of shoppers hit Duluth stores for Black Friday specials; Effort underway in Wisconsin to ban cell phone use by teenage drivers; DNRs in both Wisconsin and Minnesota warn of thin ice on area lakes.

KDAL-FM also airs the weekly news program "Access Minnesota" which covers various issues of importance statewide to residents of Minnesota.

- *Are there regularly scheduled segments on local public affairs included in your local newscasts? Yes Give examples.* We routinely inform our listeners of the schedule for public meetings and forums that concern local government and civic organizations. On KDAL-FM we direct listeners, hourly, to find further information our website about community events, meetings and fundraising activities.

Creating or Selecting Programming

- *Describe your stations efforts and practices for determining the types of programming you air. For example, do you have an open door policy, accept and review e-mailed suggestions, conduct polls of your local audience, perform auditorium tests of various programming?* All stations strive to communicate with our listeners from on-air call in show presentations to e-mail communication. We attempt to answer the telephone, e-mail and faxes promptly. KHQG and KTCO both are involved in on-line music testing (services provided by Troy Research) and ongoing audience research into musical preferences.
- *Preemptions: Provide any examples when your station preempted network programming in order to air other programming of more interest to your local community, such as local political debates or local sporting events.* KDAL-AM regularly pre-empts programming to carry local high school and college sports. The week that this report is being compiled, KDAL-AM is carrying 4 High School State Hockey Championship Games as well as 2 UMD Men's Hockey Games.

WSDM-AM pre-empted Rush Limbaugh to provide coverage of the hotly contested Duluth mayoral debate. Network programming was also pre-empted to cover the results of the mayoral race (and the city council races) on election night in the fall of 2007.

Emergency Programming

- *Describe any live and/or on-the-scene coverage of emergencies, weather, traffic, crime and similar events, including any positive impact of your coverage on the local community.* All of the stations are committed to providing the best and most timely information for any emergencies, weather and traffic events. Most of the music format stations rely on listener call in reports for tips on these events that are passed on to the news department for follow up reporting.
- *Describe your stations weather forecasting service.* The stations use the Great Lakes Weather Service (out of Wausau WI) to provide regional coverage. We also monitor the National Weather Service for changing weather conditions.
- *Do your stations participate in AMBER or EAS?* Yes.

Political Programming

- *Describe all candidate debates sponsored or aired.* KDAL-AM and WSDM-AM have a long history of providing forums for debate and discussion by political parties and groups that have sponsored items that are placed on ballots in both MN

and WI. The mayoral debate mentioned earlier in this report on WDSM-AM is an excellent example.

- *Do your stations offer candidates other types of free airtime? Give examples, and include examples of candidates declining offers of free airtime.* Candidates are regularly offered time on all of the news talk shows on KDAL-AM and WDSM-AM. Both stations air in depth conversations with politicians outside of the window of local elections. KDAL-AM plans to have “coffee with the Mayor” (of Duluth) on Friday March 14th as part of a remote broadcast. The station also plans to hold a “Town Hall Meeting” with the Mayor of Superior in the second quarter 08. At these times the stations provide an access to politicians and local issues that are unavailable through other media in this market. Minnesota Governor Tim Pawlenty hosts a weekly show on KDAL-AM.
- *Are local political issues discussed, or candidates interviewed, during newscasts or public affairs programming on a regular basis?* Yes, these issues constitute the bulk of the content for about 10 hours of programming each week on both WDSM-AM and KDAL-AM.
- *Do your stations cover local campaign and /or convention events?* The stations provided coverage of the Minnesota Caucuses and Wisconsin Primary Elections. KDAL-AM will provide some live coverage of the National Convention in the twin cities this summer.
- *Describe your stations participation in promoting voter registration drives.* All of the stations are running the current PSA voter registration campaigns from both the Wisconsin and Minnesota Broadcaster’s Associations.
- *Give examples of how your websites are used to enhance political coverage.* KDAL-AM and WDSM-AM websites carry news stories that extend our political coverage to the internet.

Civic, Cultural and Other Community-Responsive Programming

Please list examples of programming targeted to raise funds for local charity organizations. KDAL-FM (The Bridge) donated considerable airtime to promote The Duluth Land Trust Gala in January for The Northern Communities Land Trust - a non-profit organization whose mission is to help make homes affordable to families that ordinarily would be unable to own. The organizers say, because of the Bridge's efforts, the event more than doubled its charitable contributions from a year earlier.

KDAL-FM was a major sponsor, and provided extensive on air promotion (at least 75 times) for the HOUSE of HEARTS Celebrity Curling Bonspiel in March. The event at the Duluth Curling Club raised more than 45 thousand dollars for

The St. Luke's Foundation. Money raised specifically helped the Foundation purchase a new telemetry system in the St. Luke's cardiac rehab department.

KDAL-FM was a major sponsor and donated considerable airtime for the Christopher and Banks M-S Walk in Duluth on Sunday May 6th with 198 walkers and \$30,792.15 raised. The Bridge promoted the Walk, on air, at least 80 times four weeks prior to the event.

The Bridge donated airtime to promote one of The Minnesota Ballet's largest fundraising events of the year -- the Second Annual Celebrity Dance Challenge. Tim Roubik was also asked to participate and was called a "clothes hanger" by one of the judges.

95.7 The Bridge and the March of Dimes promoted, presented, hosted, and emceed the 11th annual Signature Chef's and Wine Extravaganza on October 25. This event features a variety of foods, beverages and unique auction packages. It is one of the March of Dimes' largest fundraising efforts for healthier babies. Bridge announcers provided promotional mentions approximately 75 times for the event in the fourth Quarter. The Chef's Auction raised more than \$50,000 for the March of Dimes which will be used for education focusing on healthy pregnancies and minimizing premature births in the United States. The funds raised also help support community services, advocacy, and research.

All of the Midwest Communications, Inc. stations represented and handed out treats at the Lake Superior Zoo's "Boo-at-the-Zoo" October 13. The event drew about 10,000 people and is the largest fundraising effort of the year for the Zoo.

KTCO-FM is actively involved in the annual 3 day Radiothon that benefits the Children's Miracle Network. This participation has raised tens of thousands of dollars to improve children's health care in the region.

KDAL-AM is actively involved in veteran's activities including the VFW benefit Christmas Eve Dinner (which served 375 people at the 2007 event).

WDSM-AM has promoted ongoing fundraising for the Duluth Heritage Sports Center. The center replaces an arena that burned to the ground a few years ago, and is a major need of the community. It is slated to open in April 2008, but fundraising will continue, as only one phase of the building's construction will be completed.

WDSM-AM also promoted a fundraiser put on to help restore the Viking Ship located in Leif Eriksson Park in Duluth. This event was held in June 2007 at the Great Lakes Aquarium and raised money that will go to repair work being done on the ship.

- *Describe any coverage of local events, such as local sports, fairs, holiday events, local theater, and fire or police outreach events.*

KDAL-AM and WDSM-AM are heavily involved in carrying local sports on the High School and Collegiate levels with extensive coverage of high school major sports tournament play and University of Minnesota Duluth and University of Wisconsin Superior men's and women's sports.

There are local sports casts on ALL of the Midwest Communications stations.

All of the Midwest Communications stations in Duluth/Superior participate in creating and promoting monthly station/community events that include: an annual Job Fair, "Polka Palooza" the "Indulge Yourself" trade show etc.

- *Please list the number of Public Service Announcements aired per week. About 250 per week on the Midwest Communication Stations in Duluth/Superior.*
- *Please list examples of your Public Service outreach in the community.*
 KDAL-FM continues to offer support to The Duluth Animal Allies/Humane Society in the form of on air mentions (approximately 15 times a week) directing listeners to the station website to check out a weekly "Pick-Of-The Litter" photo of one of the animals at the shelter complete with biography and adoption information. Additionally, Program Director Tim Roubik is serving on a diverse Animal Allies fundraising committee to construct a new shelter which will serve the Northern Minnesota region.

KDAL-FM spent much of the second and third quarters hosting and promoting "Free Movies in the Park", at Duluth's Leif Erickson Park which shows a free blockbuster movie every Friday night (weather permitting). The weekly event typically attracts 2-3 thousand people and is free and open to the public. Charities are encouraged to become involved and promote their organization in announcements prior to the movie. The Bridge also used park and the event as a drop off site for non-perishable food items each week supporting area food shelves. The Duluth Emergency Food Shelf told KDAL-FM that they distributed 4,899 5-day food orders – 228,616 pounds of food in 2007. The Bridge made public service announcements both on the air, and each week at the park before the movie about the need to donate food during the summer months which are typically the leanest months for the food shelves. The first movie was shown June 14th and continued through September.

All of the stations participate in providing internship programs for local college students.

- *Please list your stations coverage of important issues affecting the local community, such as consumer rip-off's, smoking and other health hazards, safety, drinking and driving, domestic abuse and similar issues. All of these topics are*

typical issues that receive on-going coverage on our locally produced programming on KDAL-AM and WDSM-AM. KTCO-FM and KDAL-FM regularly give time to in studio guests who discuss these issues as part of our active community outreach and educational activities.

Music

- *Do your stations provide on-air opportunities for local artists, either periodically or on a regular basis? Yes Give examples.* KTCO-FM actively tries to recruit one new local artist per month on the morning show to perform. Recently, Thomas Michaels, a local musician was on the show where he played his latest music and gave away CDs to Kat Country listeners. KHQG-FM which is recently re-launched will be actively soliciting local band to submit their music to the website where it will be promoted and available to listeners.
- *What percentage of your music programming is generated locally? 100%.*
- *Do your stations research the market to determine the type of music they want to hear locally? Yes. Give examples.* KTCO-FM and KHQG-FM both conduct on going, on line research to help determine local music listener tastes.

Station Participation in Community Activities

Give examples of your stations support and involvement with non-profit and charity initiatives. KDAL-FM has always prided itself on its work within the community. We promoted weekly free concerts in the park at Chester Bowl Park and voluntarily emceed those shows. It is business as usual to provide 30 second announcements on behalf of various churches and organizations for bazarres, sales, car washes, lost pets, etc. In addition, KDAL-FM played a primary roll in promoting and hosting the Chester Bowl Fall Festival which is a large festival in Duluth's Chester Bowl Park. Our promotional support for the community event was provided free of charge.

KTCO-FM actively participates with events that involve the Red Cross, the Memorial Blood Center and the Shriners.

- *Provide examples of how your stations promote causes not tied to a particular organization, such as health screenings, free vaccinations, nutritional advice, community fundraisers, blood drives, disaster relief efforts, etc.* KDAL-AM provides a regular channel for disseminating information regarding public health screenings and community fundraisers. The station's morning show (5AM-10AM) regularly receives and honors requests for air time to promote these topics. The KDAL Newsroom (which provides news service for all of the Midwest Communications Stations in Duluth/Superior) has an editorial content commitment to provide health and wellness stories as part of its' daily news

product. All of the Midwest Communications stations air public service announcements that are health and wellness related.

The stations all actively participate in, and are committed to, enhancing the quality of life for our listeners and the communities that we serve.

APPENDIX X

Market Served: Terre Haute

Call Letters: WMGI, WINH, WWSY WPRS
AM

Date: 3/7/08

Prepared By: Jamie Dawson, PD WMGI
Steve Hall PD WINH, WWSY, WPRS AM

Address: 824 S 3rd St

City: Terre Haute

State: IN

Zip Code: 47807

Phone Number: 812.232.4161

Contact E-Mail: Jamie@1007mixfm.com,
steve@985winh.com

Comments regarding MB Docket No. 04-233

Local News

- *Provide details on your stations investment in local news.*
- WPRS AM provides daily news, weather, sports and information for the Wabash Valley listening area. WMGI, WINH and WWSY provide multiple weather updates each hour. WMGI provides local news via our on-air personalities. We have longed used WTWO-TV as a source for breaking local news that closely affects our listeners. We have remote broadcast equipment that can be used for live coverage.
- *How many local newscasts are aired per week?* WPRS provides 20 local newscasts each week.
- *Do you allow on-air time for breaking news and local emergency information?* All stations provide emergency weather information. Recent snow and ice storms have been covered on-air with up to the minute information for our listeners concerning closings, and hazardous driving conditions. Arrangements are made for live breaks on those programs that are tracked or syndicated in order to keep

all of our listeners in touch with local conditions. Emergency info given priority on WMGI. *Give examples.* This includes traffic issues, school closures, and domestic threats. We run all weather warnings and Amber Alerts for all long as the conditions warrant.

- *Give examples of how your website is used to enhance local news coverage.* WMGI, WINH and WWSY provide news and information about the communities we serve. There are also forums for listeners to provide information on what they want from their radio stations in terms of music, news and weather information. Feedback from our listeners is always encouraged through the website. WMGI's site includes school closures and delays as well as relaying information regarding community events

Local Public Affairs

- *Describe all daily or weekly programs devoted to local public affairs, local politics, community activities, and similar issues including the length of such programs.* Public Service Announcements are provided on all stations, and air 24/7. The information included information concerning community events and meetings, as well as information from area hospitals, schools and utilities as appropriate.
- *Are there regularly scheduled segments on local public affairs included in your local newscasts?* N/A *Give examples.*

Creating or Selecting Programming

- *Describe your stations efforts and practices for determining the types of programming you air. For example, do you have an open door policy, accept and review e-mailed suggestions, conduct polls of your local audience, perform auditorium tests of various programming?* We encourage listeners on air, and through our website to provide us with the type of music and news/weather programming that they would like to hear. We are contacted by our listeners through email and regular mail with their comments and suggestions. WMGI, WINH WWSY and WPRS AM work to communicate with listeners and provide them the information they want. Online music testing is done as well as always picking the listeners' brain to find out what would make them listener longer/more. Listener comments, via email or phone call, are always encouraged.
- *Preemptions: Provide any examples when your station preempted network programming in order to air other programming of more interest to your local community, such as local political debates or local sporting events.* There have been no opportunities for any station programming interruptions. WMGI runs very little national programming, so preemption is not applicable.

Emergency Programming

- *Describe any live and/or on-the-scene coverage of emergencies, weather, traffic, crime and similar events, including any positive impact of your coverage on the local community.* Each station has an emergency list of personnell assigned to be in the station live within one hour of contact, in case of national or weather emergency. All of our stations work with local and regional law enforcement agencies to provide breaking news and information that concern the safety of our listening audience. WMGI, WINH, WWSY and WPRS AM provides live courage during severe weather and relays all relevant warnings and watches.
- *Describe your stations weather forecasting service.* WMGI is affiliated with Jesse Walker, a well-respected local meteorologist at WTWO-TV and he provides the weather during the morning show, midday and afternoon, as well as emergency situations. WINH and WWSY are affiliated with the National Weather Service.
- *Do your stations participate in AMBER or EAS?* Yes

Political Programming

- *Describe all candidate debates sponsored or aired.* N/A
- *Do your stations offer candidates other types of free airtime? Give examples, and include examples of candidates declining offers of free airtime.* In the most recent primary election, Candidates for Terre Haute Mayor were invited onto WMGI's morning show, with three candidates accepted, and two other declining. During the general election both party's candidates were invited back for the same set-up.
- *Are local political issues discussed, or candidates interviewed, during newscasts or public affairs programming on a regular basis?* WMGI, WIHN WWSY and WPRS AM do not conduct these discussions on a regular basis.
- *Do your stations cover local campaign and /or convention events?* WMGI, WINH, WWSY and WPRS AM is involved in coverage of local campaigns, informing listeners with details to get involved and encouraging them to do so.
- *Describe your stations participation in promoting voter registration drives.* N/A
- *Give examples of how your websites are used to enhance political coverage.* N/A

Civic, Cultural and Other Community-Responsive Programming

- *Please list examples of programming targeted to raise funds for local charity organizations.* WINH takes part in events for Cystic Fibrosis, Alzheimer's, The March of Dimes and The Children's Miracle Network. WMGI along with the Marine Corps hold a 13 hour Request-a-thon to raise money for Toys for Tots.

Camp Toys for Tots also took place several weeks before Christmas with live broadcasts at the Honey Creek Mall where listeners could drop off their toy donations. WMGI also participates with the March of Dimes and Walk America. WMGI provides promotion of the event, interviews with the Executive Director, and broadcasting live from the event. We also participate in another fundraiser, "Culinary Stars," to raise money for the March of Dimes. WMGI is a sponsor of the Susan G. Komen Race for the Cure. WMGI provides promotion, including on-air interviews with the Chair of the event detailing how to get involved. WMGI broadcasts live from the event, and handles the program portion of the Race. WMGI participates with Big Brothers Big Sisters Bowl for Kids Sake. WMGI promoted the event with on-air mentions, a promo that played on all day-parts, as well as on-air staff participation in the actual event.

- *Describe any coverage of local events, such as local sports, fairs, holiday events, local theater, and fire or police outreach events.* WINH and WPRS both support FFA and broadcast from the Edgar County Fair and the 4H Auction. WMGI participates in the Vigo County Fair. WMGI broadcasts live from the Terre Haute Air Fair and the Terre Haute Street Fair. On-air mentions in all dayparts along with promos run for both events. WMGI provides information for all area county fairs and parades. WMGI also talks about local athletic teams both at the high school level and collegiate level. We give out tickets to ISU Men's and Women's basketball games. We also promote the Community Theater with on-air interviews and giveaway tickets to upcoming productions.
- *Please list the number of Public Service Announcements aired per week.* 300 on Midwest Communications stations in the market.
- *Please list examples of your Public Service outreach in the community.* WPRS AM airs PSA's for both national and local organizations, including Red Cross, Fatherhood Initiative, Armed Forces Shop-with-a-Cop and Christmas For Kids. On WWSY, Danny Wayne makes a number of appearances throughout the year in the community in conjunction with his position with the local WILL Center. WMGI conducts school visits where the air-staff either read to the students or participating in a school function. WMGI'S Big Morning Show were Principals for a Day at the junior high school they attended and spoke to the entire school. WMGI also offers air time to Girl Scouts selling cookies to donate to the troops in Iraq. WMGI also worked with the Council on Domestic Abuse for the Take Back the Night Program to raise awareness on Domestic Abuse.
- *Please list your stations coverage of important issues affecting the local community, such as consumer rip-off's, smoking and other health hazards, safety, drinking and driving, domestic abuse and similar issues.* WMGI conducts interviews with the Better Business Bureau to keep our listeners aware of scams and other shady business practices.

Music

- *Do your stations provide on-air opportunities for local artists, either periodically or on a regular basis? Periodically Give examples.* WPRS AM features a Southern Gospel Show on Sunday mornings that features local artists throughout the year. WMGI sponsored a concert in August of 2007 to promote a local band called Situs. The band's lead single was given airtime and listeners were invited to come show their support at the show.
- *What percentage of your music programming is generated locally?* 100%.
- *Do your stations research the market to determine the type of music they want to hear locally? Yes Give examples.* WMGI, WINH and WWSY conducts online music testing and solicits listeners to have their say in what's put on the air. They are rewarded with bonus points for their PRS account. The stations' playlist is formulated, in part, from this information.

Station Participation in Community Activities

- *Give examples of your stations support and involvement with non-profit and charity initiatives.* WMGI, WINH and WWSY donate airtime, talent, and merchandise for the March of Dimes (Walk America and Culinary Stars), Race for the Cure, Toys for Tots, Big Brothers Big Sisters (Bowl for Kids Sake). WWSY has been the main media partner for the annual Alzheimer's Association Walk, as well as March of Dimes and Cystic Fibrosis. WMGI promoted the Simply the Best Basketball Jamboree with the proceeds going to the Boys and Girls Club of Terre Haute, IN. Two on-air interviews took place along with air-time in all dayparts. WMGI also participated in United Day for United Way aimed at raising money for our local United Way programs. On-air mentions, along with appearances at several drop-off points took place. WMGI provides announcements each week for non-profit events and organizations. We also provide prizes for non-profit fundraisers.
- *Provide examples of how your stations promote causes not tied to a particular organization, such as health screenings, free vaccinations, nutritional advice, community fundraisers, blood drives, disaster relief efforts, etc.* WMGI, WINH and WWSY promotes blood drives and health screenings with on-air mentions, along with interviews from different health experts.

